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22ND year

THE NEWSWEEKLY OF RADIO AND TV

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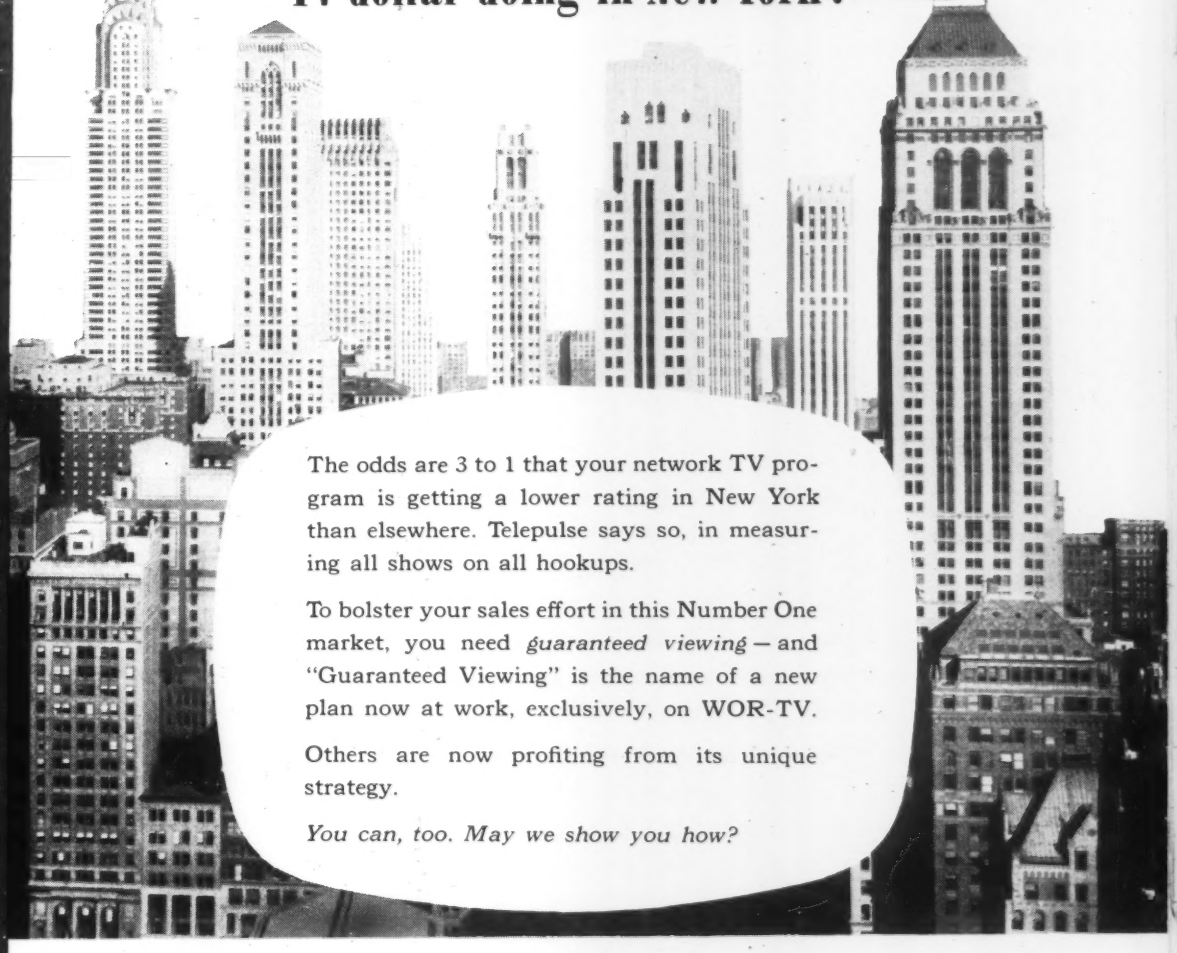
FEB 10 1953
DETROIT

How is your network TV dollar doing in New York?



The odds are 3 to 1 that your network TV program is getting a lower rating in New York than elsewhere. Telepulse says so, in measuring all shows on all hookups.

To bolster your sales effort in this Number One market, you need *guaranteed viewing* — and "Guaranteed Viewing" is the name of a new plan now at work, exclusively, on WOR-TV.

Others are now profiting from its unique strategy.

You can, too. May we show you how?

it's good to be 9 *on WOR-TV*

XUM

PROCTER & GAMBLE DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS... { WMBG WCOD WTVR

Procter & Gamble will begin its 30th year of radio sponsorship in 1953. P & G's early "home economist" programs, its "soap opera" successes, ushered in by "Ma Perkins" in 1933, sound like radio's own history of programing. Radio, and now television, are proud of P & G's consistent use of the airlanes to reach and sell Mrs. Homemaker.

Havens & Martin, Inc. Stations, also pioneers in broadcasting, comprise Richmond's one and only complete broadcast institution. WMBG—WCOD—WTVR provide their loyal audiences with fine entertainment and public service. Virginians *have a habit* of turning to these First Stations of Virginia. Advertisers have, too. It DUZ bring CHEER, JOY and high TIDE in sales!

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

XUM

KEYSTONE STEEL & WIRE COMPANY

PEORIA 7 · ILLINOIS

January 10, 1953

REUBEN E. SOMMER
PRESIDENT & GENERAL MANAGER

Mr. James E. Edwards, President
WLS, Prairie Farmer Station
1230 Washington Blvd.
Chicago 7, Illinois

Dear Mr. Edwards:

You and your fine staff of entertainers, announcers and technicians have done an outstanding job. Not only for us at Keystone but, perhaps more important, you have done a wonderful job of providing a source of good, clean, truly American entertainment for your vast audience in WLS - Land.

Twenty years is a long time. On January 14, 1933, when the first Keystone Barn Dance Party went on the air, many of today's regular listeners were small children. To maintain the standards which were set, during the years of war and worry, of peace and promise, is an achievement which few, if any, in your field can match. You can be justly proud of this achievement.

Sincerely yours,

R E Sommer

President and General Manager.

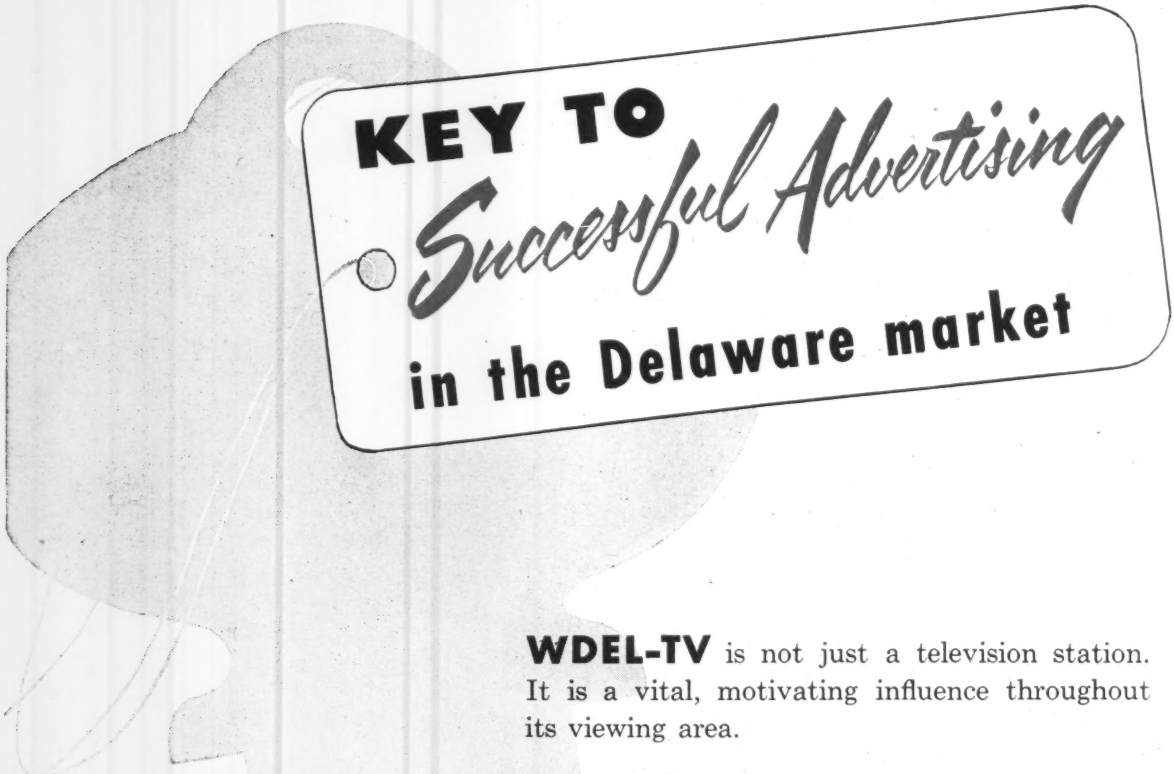
RES:FW

The Keystone Steel & Wire Co. has been a regular user of WLS time since March 1929. For the past 20 years they have Sponsored a half hour of the National Barn Dance every Saturday night. The opportunity to serve Midwest farm families during that period is one we are glad to have shared with this fine company and its equally fine products.

50,000 WATTS • ABC AFFILIATE
REPRESENTED BY JOHN BLAIR & CO.
CHICAGO 7

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM



WDEL-TV is not just a television station. It is a vital, motivating influence throughout its viewing area.

WDEL-TV's viewers offer a tremendous advertising profit potential. They are a constant, loyal audience. They have unlimited faith in WDEL-TV because of its active part in the life of the communities it serves. Backing this skillful local programming, WDEL-TV presents all top NBC shows.

WDEL-TV's market has more money per capita to spend than any other market in the United States. Current Department of Commerce Report places the Delaware market *first* in average personal income.

BUY WDEL-TV

Wilmington, Delaware

your key to this richest of markets

A Steinman Station

WDEL AM FM TV

Represented by

ROBERT MEEKER *Associates*

New York Chicago Los Angeles San Francisco

closed circuit

IN MOVE to coordinate more closely with sales end, realignment of NBC advertising, promotion, sales planning and research department due to be announced shortly, coincident with resignation of Ruddick C. Lawrence, director of promotion, planning and development. In new organization chart Jacob Evans, director of advertising and promotion, and Robert W. McFadyen, director of development, will report to George Frey, vice president and sales director, while Hugh M. Beville, director of research and planning, will report to William H. Fineshriber Jr., who moves in from Mutual on March 2 as vice president and general manager of radio and TV networks (also see story page 68).

★ ★ ★

NBC HAS made active bid for Colgate-Palmolive-Peet to move its half-hour *Strike It Rich* program, currently on CBS-TV three times weekly, to NBC-TV as Monday-through-Friday show to bolster network's morning TV schedule. Tomorrow (Tuesday) is deadline for Colgate to let CBS-TV know as to renewal. NBC-TV offer described by C-P-P executive as 99 percent dead issue. Interesting sidelight is fact that Joseph H. McConnell will soon become president of C-P-P.

★ ★ ★

THERE WON'T be any consolidation of broadcasters' meetings this year. Likelihood is that NARTB, BMI and BAB will go their separate ways in holding district and regional sessions but with each sticking to its own sphere of interest. That was decision of NARTB board last week at Belleair, Fla., which agreed to adhere to management level. It requested BMI and BAB to operate in their respective program and sales fields. BMI and BAB, however, may combine sessions to conserve broadcasters' time.

★ ★ ★

PASTE in your hat word "T-VAC" because it may become as standard as Hooper or Neilsen in TV future. That's tentative name given proposed circulation audit project of Dr. Franklin R. Cawl, proposed to NARTB TV board at Belleair, Fla., last Wednesday, and which is being further explored by board committee headed by Campbell Arnoux, WTAR-TV Norfolk. Term means "television audience circulation."

★ ★ ★

STILL BEING awaited is reply of Zenith's president, Eugene F. McDonald, to plea of NARTB President Harold Fellows that Zenith modify or kill "anti-commercial" television film which also is regarded as condemnation of all advertising. Previewing of film month ago resulted in Mr. Fellows' letter and also prompted Henry W. Slavick, WMC-WMCT (TV) Memphis, to blast against film and advocates of subscription television.

★ ★ ★

KANSAS CITY STAR (WDAF-AM-TV) intends to battle to end on government anti-trust suit dropped in hopper only days before wind-up of Truman administration. Convinced that it's on sound ground and that its operations are beyond reproach, board of cooperatively owned enterprises is moving ahead with plans to combat every aspect of government indictment, including attempt to tie in radio-TV operations. Supreme Court adjudication will be sought if necessary.

★ ★ ★

RESIGNATION of Paul Hoffman as president of half-billion dollar Ford Foundation and appointment of H. Rowan Gaither Jr. as acting president gave rise to speculation to possible permanent appointment of important broadcast figure as Mr. Hoffman's successor. Among prominent personages mentioned as possibilities are: Dr. Frank Stanton, CBS president and chairman of newly created Ford Foundation Center for Advanced Study in Behavioral Sciences; Wayne Coy, former FCC chairman, now president of KOB-AM-TV Albuquerque and consultant to Time Inc., and John Cowles, chairman, Cowles Broadcasting Co. (WNAX Yankton, KRNT Des Moines) and executive of Cowles newspapers and magazines. (Mr. Stanton vigorously denies he should be considered as candidate.)

★ ★ ★

EVIDENCE of intense interest of Ford Foundation in television's effect upon public welfare seen in plans for naming of new public policy committee on TV comprising cross-section of experts within and without TV operating field. Among those reportedly contacted are Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of NARTB TV board; CBS President Frank Stanton; NBC President Frank White; Paul Lazarsfeld, Columbia U.; I. Keith Tyler, Ohio State U.; Wayne Coy, Gardner Cowles Jr., Beardsley Ruml and Gordon Gray, WSJS Winston-Salem.

★ ★ ★

CHANGES in TV and other broadcast hearing rules to expedite and simplify competitive proceedings, adopted by FCC last week (see story page 45), are being eyed closely by some consulting engineers. With Commission clearing technical qualifications in most instances before hearing is set, some engineers are wondering what is left on which to hold hearing. But lawyers note that in cases with significant technical differences, there will be plenty of expert testimony required from engineering counsel.

★ ★ ★

RESPECTING hearing simplification, few lawyers and engineers alike recalled, until reminded by FCC Vice Chairman Rosel H. Hyde, that Administrative Procedure Act allows "paper" hearing for such proceedings, like that employed for final phase of TV reallocation case. Comr. Hyde, at luncheon meeting Friday of Federal Communications Bar Assn., assured group FCC won't go that far to simplify TV contests.

IN THIS ISSUE

LEAD STORY

Reports of widespread skullduggery in TV station applications are being investigated by FCC. Trick assertedly is to file, at last minute, competing application in locality where bona fide application is about to be granted CP, with motive either outright blackmail or delay to achieve competitive advantage. *Page 27.*

ADVERTISERS & AGENCIES

Wine merchants are pouring money into radio and TV. *Page 28.*

FACTS & FIGURES

NARTB board endorses exploration of million-dollar-plus project to obtain standard circulation measurements for TV. Intention: To come up with statistics comparable to circulation audits of printed media. *Page 33.*

FILM

TV technical experts think third-dimensional films, now in production for movie use as means of meeting TV competition, may wind up as integral part of color TV. *Page 36.*

GOVERNMENT

Special federal court slaps down FCC's long-pending anti-giveaway rules as representing censorship in violation of First Amendment. *Page 38.*

FCC revises rules and procedures to expedite TV station hearings, which are now bogged down in collateral detail. *Page 45.*

TRADE ASSOCIATIONS

NARTB staff reorganized, with creation of four vice presidencies. NARTB budget for 1953-54 fiscal year set at $735,000. *Page 50.*

RTMA board approves plan of expansion to include specialized electronics manufacturers. *Page 52.*

STATIONS

First TV station to begin operating in upper end of the uhf band—WFMJ-TV Youngstown, Ohio, on Ch. 73—will begin programming this week. *Page 58.*

FEATURES

An agency reports to a client on its estimate of eventual size of the U. S. TV system. *Page 77.*

Are community television systems here to stay? *Page 82.*

Spot news is better on radio than on television—an expert's analysis. *Page 84.*

UPCOMING

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 11: Advertising Club of Washington radio seminar, Washington Gas & Light Co. auditorium.

Feb. 12-14: Annual convention, Southwest Assn. of Adv. Agencies, Texas Hotel, Fort Worth.

Feb. 16-17: Advertising Federation of America, New England district meeting, Springfield, Mass.

(Other Upcomings, see page 105)

Sponsors who are

NEW like these:

- STRIETMANN BISCUIT CO., Louisville, Ky. WHAS-TV
- PHOENIX BREWERY CORP., Buffalo, N. Y. WBEN-TV
- WISCONSIN IND'P'T. OIL CO. Milwaukee, Wis. WTMJ-TV
- GERITOL Kansas City, Mo. WDAF-TV
- GILL COFFEE Richmond, Va. WTVR
- FAYGO BEVERAGES Norfolk, Va. WTAR-TV
- YES TISSUE Detroit, Mich. WWJ-TV
- SPEIDEL New York, N. Y. WABD

Become sponsors who

RENEW like these:

- * VANITY FAIR TISSUES Boston, Mass. WNAC-TV
- * WIEDEMANN BREWING CO., Columbus, O. WBNS-TV
  Cincinnati, Ohio WLW-T
  Dayton, Ohio WHIO-TV
- * DAW DRUG COMPANY, Rochester, N. Y. WHAM-TV
  Syracuse, N. Y. WSYR-TV
- * PETER HAND BREWERY Utica, N. Y. WKTV-TV
- * SUN DRUG CO. Chicago, Ill. WBKB-TV
- * BUCKEYE BREWERY Pittsburgh, Pa. WDTV
  Toledo, Ohio WSPD-TV

*2nd YEAR!

RAT

DALLAS,

DETROIT

TOLEDO

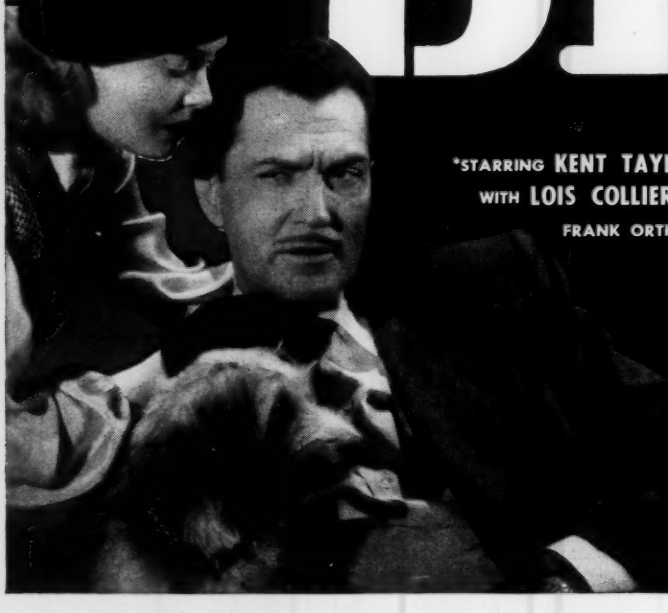
PITTS

CHAR

CIN

"BOST

BLACK



*STARRING KENT TAYLOR AS "BLACKIE"
WITH LOIS COLLIER AS "MARY" AND
FRANK ORTH AS "FARRADAY"

AMERI ST
ADVENT ETE

SPONSORS BUY IT BECAUSE THEY *KNOW* OO
THEY RENEW IT BECAUSE IT'S *PROVED* GOO THE
SPONSOR IT AND THE PROFITS AR URS

XUM

Because of
NGS like these:
RATI
DALLAS,
DETROIT
TOLEDO
PITTSB
CHARL
CINC
(JUNE VIDEODEX)
39.3
1st ALL WEEK ALL STATIONS
(JULY VIDEODEX)
27.8
1st ALL WEEK ALL STATIONS
40.8
2nd THURSDAY NIGHT ALL STATIONS
(AUG VIDEODEX)
57.7
1st (Tied) ALL WEEK ALL STATIONS
(AUG VIDEODEX)
63.2
2nd THURSDAY NIGHT ALL STATIONS
(SEPT VIDEODEX)
32.7
3rd THURSDAY NIGHT ALL STATIONS
(SEPT VIDEODEX)
ON
KIE"
MERIC
OVENT
OST SUCCESSFUL
ETECTIVE SHOW!
OW
GOO
AR
OOD!
THEM!
URS!
WRITE!
WIRE!
PHONE!
ZIV-TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

XUM

The Proof of the Pudding . . .

. . . Is in the LEADING—or so the JELL-O-PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates!

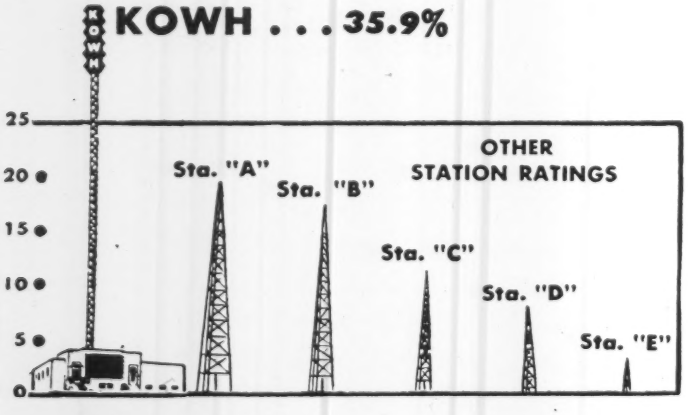
Conceived by Young & Rubicam for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went an expenses-paid vacation in Paris for himself and wife. JELL-O-PUDDING and PIE FILLING even picked up the tab for baby sitter fees!

T'aint fittin' to say, "We told you so," so we'll be content to hope KOWH's Hooper High Sandy Jackson and wife enjoy the trip.

Of course Sandy won—more proof that you can't do better than first place! And that's where the Hooper averaged below for the 14-month period from October, 1951, to November, 1952, puts KOWH—thanks to personalities like amiable Sandy.

C'est Magnifique!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Nov., 1952.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (Nov., 1952.)



Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Atlantic Refining Signing Radio-TV Baseball Schedule

ATLANTIC REFINING Co., Philadelphia, nearing completion of annual baseball radio-TV schedule, following general lines of 1952 campaign. Negotiations handled by Les Quailey, of N. W. Ayer & Son, Atlantic's agency.

Radio schedule expected to be generally similar to that last year. TV coverage may be extended somewhat. Atlantic radio-TV confined to company's Eastern Seaboard marketing area, extending westward into Ohio. Major league teams to be covered include Boston Red Sox, Philadelphia A's and Phillies, and Pittsburgh Pirates.

WKBW Walkout Continues

WKBW Buffalo, silenced briefly early in week by NABET walkout, still operating fulltime at weekend. Regular schedule maintained since 2½-hour off-air interval. Station claims union gave no notice of contemplated action and has made no request for further negotiations besides rejecting station proposals to renegotiate contract ended Jan. 31. Union said to have refused to negotiate on proposed combination operation, contending such contract might lead to similar contracts all over country.

Deny WDEF Petition

CHARGE of WDEF Chattanooga that competitive vhf Ch. 12 TV bids of Southern Television Inc. and Tri-State Telecasting Corp. are incomplete and should be dismissed, denied by FCC Friday.

HYDE 'STRIKE' BID PLEA

FCC Vice Chairman Rosel H. Hyde asked members of Federal Communications Bar Assn. Friday for their help in stemming rise of "strike" or nuisance TV applications (see story page 27). Addressing luncheon meeting, Comr. Hyde also explained new hearing rules (story page 45) and commended FCBA for initiative. New FCBA officers installed at dinner Friday night: Pres.-Fred W. Albertson, succeeding Arthur W. Scharfeld; 1st V.P.-Vincent B. Welch; 2d V.P.-Percy H. Russell Jr.; Sec.-E. D. Johnston; Treas.-Robert M. Booth Jr. Committee also formed to direct awarding of new memorial medal honoring late Louis G. Caldwell.

NCAA Sets TV Plans Group With Byers Temporary Head

TV committee to evolve plan for 1953 controlled football telecasts appointed Friday by NCAA council in Chicago. Walter Byers, executive director who will serve as chairman pro tem, will call meeting in next fortnight to consider general policy and appoint TV program director. Once developed, plan to be submitted to NCAA for referendum vote with two thirds majority required for approval. Committee comprises representatives of eight NCAA districts, two small colleges and two consultants for each district.

• BUSINESS BRIEFLY

PHILLIPS ADDING • Phillips 66 (gasoline and oil), Bartlesville, Okla., plans to add 20 radio markets to its schedule, using morning quarter-hour news shows, effective mid-February for 52 weeks. Agency: Lambert & Feasley, N. Y.

P&G SPOTS • Procter & Gamble Co., Cincinnati, for its Dreft, through Dancer-Fitzgerald-Sample, N. Y., in mid-February starting large national radio spot announcement campaign for 13 weeks.

GLIM TO START • B. T. Babbitt Inc. (Glim) planning 13-week radio spot announcement campaign to start early in March in 19 top markets. Agency: Harry B. Cohen, N. Y.

SILVER DUST CAMPAIGN • Lever Bros.' Silver Dust, N. Y., through Sullivan, Stauffer, Colwell & Bayles, also N. Y., preparing 13-week spot announcement campaign to start March 2.

GE APPOINTS • General Electric Supply Co. appoints J. M. Hickerson, N. Y., to handle its 1953 campaign tie-in with diamond anniversary of General Electric Co.

DUZ BUYS GARRY MOORE • Procter & Gamble (Duz) signs for three quarter-hours per week in CBS-TV's *Garry Moore Show* (Mon.-Fri., 1:30-2 p.m. EST), giving program sold-out status. Effective Feb. 10, P&G will sponsor 1:30-45 p.m. segments Tues., Wed. and Fri. Agency: Compton Adv., N. Y.

CBS-TV Affiliates Board In New York This Week

SPECIAL business meeting of newly formed CBS-TV affiliates advisory board to be held in New York Thursday and Friday to hear network executives report on developments and plans and to consider problems common to network and affiliates. Formed as interim committee last June and given permanent status in September, board consists of Glenn Marshall Jr., WMBR-TV Jacksonville; E. K. Jett, WMAR-TV Baltimore; James C. Hanrahan, WEWS (TV) Cleveland; Clyde W. Rembert, KRLD-TV Dallas, and Philip C. Lasky, KPIX (TV) San Francisco.

BAB Adds 73

ADDITION of 73 stations to BAB ranks during January raises total membership to 783, President William B. Ryan announced Friday. He added that 240 stations have enrolled since April 1952 when BAB's current fiscal year began, representing 43.8% increase.

Latest subscribers range from 250 w to 50 kw in power and are scattered throughout 31 states and Washington. Mr. Ryan noted that BAB's steady growth "insures the fact that radio will be promoted as an advertising medium more aggressively in 1953 than ever before in its history."

Comment Deadline

DEADLINE for comments on proposed changes in Sec. 3.687(i) (1) of FCC's rules governing spurious TV emission was extended by Commission Friday to April 13.

NARTB TO STUDY TRADE ASSN. UNITY

(See earlier story, page 50)

STUDY of trade organizations serving radio and TV, including state associations, to define spheres of operation, authorized by NARTB joint boards Friday at Belleair, Fla. Offered by Robert T. Mason, WMRN Marion, Ohio, resolution is designed to avoid conflicts among NARTB, BMI, BAB and state associations. NARTB's sphere is ownership and management, it was contended.

Law to clarify Sec. 315 of Communications Act dealing with liability of broadcaster for libel and slander in political speeches was suggested. Joint boards agreed NARTB has reached highest state of effectiveness in its history, with membership and finances at all-time high.

Harold Essex, WSJS Winston-Salem, N. C., as member of Insurance Committee, reported arrangement had been made for tower insurance available to all stations, whether or not NARTB members, on uniform basis. Single company, he said, will underwrite insurance, offering lower rates and free appraisal service, both on existing towers and new construction.

William Fay, WHAM-TV Rochester, again named NARTB representative at Canadian Assn. of Broadcasters convention.

W. B. McGrath, WHDH Boston, reported on Radio Standards of Practice Committee's progress in revising standards, with emphasis on quality and ethics. Possible changes in commercial provisions debated. Coordination between radio and TV standards endorsed and may come before April convention.

Richard M. Allerton, NARTB manager of research, outlined scope of his five-city radio market survey report on profitable station operation. Full report will be presented to convention.

President Fellows authorized to name one committee to report to board on realignment of NARTB districts, and another to study election procedure and report to new board in June.

Board Friday also ratified radio and TV board actions taken earlier in week, and approved applications for new associate members, bringing total number to 81. New associates: Hughey & Phillips, Encino, Calif., equipment manufacturers: Workshop Assoc., division of Gabriel Co., Norwood, Mass.; George W. Clark Inc., Chicago, station representatives, and Tee-Vee Co., Beverley Hills, Calif., TV film producers.

NARTB's board announced following board meeting schedule: Radio board, June 17; TV board, June 18, and full board, June 19, all in Washington, D. C.

Complaints over too many industry meetings brought debate. NARTB district meetings to be held as scheduled, with agenda directed at top ownership and management and not at programs, sales or promotion. BMI urged to adhere strictly to program matters at its clinics with BAB, as radio sales promotion organization, to confine itself to that field. Suggestion advanced that BMI and BAB combine sessions.

Is M.H. YOUR Valentine?

"Speedy" plays the role of Cupid not only at Valentine's Day but throughout the year in lining-up the perfect romance between Mrs. Housewife and WSPD Advertised Products. "Speedy's" pulse-quickening (or purse-opening) arrows are loaded with the most concentrated ammunition yet invented,— RADIO and TELEVISION ADVERTISING.

"Speedy's" target is the large Toledo market where abounds a mammoth purse of potential buying power, which is in the keeping of Mrs. Housewife.

If M. H. is not yet *your* Valentine, let "Speedy" play Cupid for you.

WSPD-TV AM-TV

Storer Broadcasting Company

TOM HARKER. NAT. SALES MGR.. 488 MADISON AVE.. NEW YORK

Represented Nationally by KATZ

at deadline

Schwimmer Sees Giveaway Action as 'Ridiculous'

WALTER SCHWIMMER, president of Walter Schwimmer Productions, Chicago, whose radio Features Inc. launched original suit on behalf of his *Tello-Test* programs as outgrowth of FCC's proposed rules on giveaways (see story page 38) issued this statement Friday:

It appears that the court has decided that FCC's interpretation of what constitutes a consideration is erroneous and that for a radio or television program to be constituted a lottery, there must be actual payment by people to qualify as contestants.

The mere element of being at home and listening to or watching such a program is too insignificant and infinitesimal to be adjudged a consideration.

I am very unhappy about the basis of the court action because it made the FCC's dignity and prestige suffer tremendously in the minds of the public and the industry. The case represented a very expensive and time-consuming action that was ridiculous. I am also tremendously unhappy and disappointed that the whole industry was put to such an inconvenience.

As proof of how untenable the FCC's position was, the whole case was based on the factor of making a telephone call—all other elments of the telephone and studio quiz shows are equal and parallel. In other words, FCC did not include studio quizzes in their complaint or proposed regulations.

6.8 Million Radio Receivers Sold to Public Last Year

SALES of radios to public in 1952 were estimated at 6,878,547 sets by Radio-Television Mfrs. Assn. Retail TV sales for year were estimated at 6,144,990 receivers. Seasonal rise in store sales in December was shown, with 1,514,688 radios and 1,049,770 TV sets sold to consumers that month. In November 486,800 radios and 803,327 TV sets were sold retail.

RTMA reported 7,635,666 cathode ray tubes for television were sold by manufacturers last year. They were valued at $170,652,078. Sales of receiving-type tubes in 1952 totaled 368,519,243 units valued at $259,116,089 in the year 1952, RTMA found. Of receiving tubes sold by manufacturers, 337,080,311 were of entertainment type. Total 1952 value of factory-sold receiving tubes: $259,116,089.

Correspondents Dinner

FIRST Radio-TV Correspondents Assn. dinner since Korean War held Saturday at Washington's Hotel Statler. Although presence of President Eisenhower uncertain as of Friday night, head table scheduled to number Vice President Nixon, cabinet members, Supreme Court justices and Congressional leaders plus radio-TV network executives and Association officers and directors. Radio-TV Correspondents Assn. headed by Martin Agronsky, ABC. John Edwards, ABC, chairman of dinner committee.

Proposed Channel Changes

PROPOSED rule changes to correct sub-standard spacing in uhf TV allocations to nearly 40 cities reported by FCC Friday with comments due Feb. 27. Changes involved:

Anniston, Ala., substitute Ch. 70+ for Ch. 37−; Conway, Ark., 62 for 49+; Paragould, Ark., 58− for 44; Delano, Calif., 37+ for 33; Pekin, Ill., 69+ for 49+ Bedford, Ind., 68 for 39; Grinnell, Iowa, 71 for 46+; Mayfield, Ky., 63 for 49−; Hammond, La., 57 for 51+; Lawrence, Mass., 72 for 38+; Rolla, Mo., 46 for 31; Salisbury, N. C., 80 for 53+; Springfield, O., 76 for 46+; Bradford, Pa., 70− for 48+; Tullahoma, Tenn., 68− for 65+; Austin, Tex., *70− for *30−; Greenville, Tex., 69− for 62.

AUTO RADIOS

THERE ARE nearly 25 million radios in the nation's 38.5 million passenger automobiles, according to Nielsen Coverage Service study conducted last spring and announced late last week by A. C. Nielsen Co., Chicago. Americans own 24,964,000 car radios, representing 65% of all automobiles, pointing up fact that U. S. homes have more than one car and one car receiver, NCS explained.

Opposes Educational TV

TERMING estimated costs "unrealistic" and actual costs "burdensome" to taxpayer, Edward C. Obrist, manager of WNHC-AM-TV New Haven, voiced opposition to Connecticut's plan for network of three noncommercial educational TV stations. Speaking at symposium in Bloomfield, Mr. Obrist said he was in favor of educational TV per se, but suggested that educators experiment with programs on commercial outlets to become acquainted with costs, techniques, and capabilities of medium.

Eleven speakers, including Dean Kenneth Bartlett of Syracuse U. and Delbert Clark of Ford Foundation's Fund for Adult Education, approved project, which will be discussed further on Wednesday at State public hearing in Hartford. Proponents argued it was difficult to obtain definite time on commercial stations that would not be pre-empted by sponsored programs and asserted that costs in long run would be lower on noncommercial outlets.

New Columbia Ch. 10 Bid

NEW TV BID for vhf Ch. 10 at Columbia, S. C., by WIS-TV Corp., new firm composed of WIS owners (85%) and group withdrawing from WMSC Columbia, reported filed by FCC Friday. Pending competitive bids of WIS and WMSC to be dropped. WMSC also filed for consent to transfer of control to show withdrawal of A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary, E. Grenville Seibels II and John C. Cosby. All but Mr. Cosby take WIS-TV Corp. stock.

Other TV bids filed Friday by KSGM Ste. Genevieve, Mo., for uhf Ch. 59 at Chester, Ill., and by Community TV Corp., New Orleans, to amend to return to original request for uhf Ch. 26. Latter amended to Ch. 61 last December.

New FM station bid of Chicago Skyway Bcstg. Co., proposing storecasting service there, being held in pending file, FCC advised applicant Friday in view of long pending study to determine legal status of functional music FM outlets.

Demby Productions Formed

DEMBY, BROUN & CO., N. Y., has been reorganized as Demby Productions Inc., TV and motion picture producers. President Emanuel Demby announced Friday. Mildred Demby was named vice president of Demby Productions in place of Myron Broun, who will serve as film consultant to firm. Hunter W. Smith has been named accounts supervisor and Monroe A. Werthman, production supervisor.

PEOPLE

NEWELL T. SCHWIN, advertising manager of Household Finance Corp., Chicago, substantial radio-TV time buyer, resigned Friday. His future plans not disclosed. He will be succeeded by A. G. Waack, eastern advertising manager of HFC. Both Mr. Schwin and Mr. Waack have been with firm over 20 years.

H. WYNN BUSSMANN, JAMES R. ENGLISH JR., ROLAND W. McKITRICK and **EVERETT M. NELSON,** client service executives, promoted to account executives, Nielsen Radio-Television Index Service, A. C. Nielsen Co. Messrs Bussmann and English will be responsible for New York radio-TV accounts and Messrs. McKitrick and Nelson in Chicago.

GEORGE B. SMITH named vice president of Robert W. Orr & Assoc., N. Y. Before joining Orr he was Lever Bros. brand manager.

LEWIS S. WECHSLER, Young & Rubicam, N. Y., to Emil Mogul Co., same city, as director of radio-TV department.

JACK BATTEY, advertising manager of Valvoline Motor Oils & Greases Co., N. Y., and formerly radio-TV timebuyer for Biow Co., N. Y., appointed area supervisor for DuMont Television Network's station relations department.

BEN SELVIN, manager of Southern Music Pub. Co., named artists and repertoire manager of RCA Victor Custom Record Div., to work chiefly in connection with RCA's Thesaurus library and radio syndicated catalog. He succeeds **H. H. (BERT) WOOD,** who resigned effective Feb. 28.

ALBERT BOYARS, former account executive with David O. Alber public relations firm, N. Y., to greater New York Fund as assistant radio-TV director.

WGRD Protest Dismissed

PROTEST by WGRD Grand Rapids, Mich., on FCC's grant of uhf Ch. 35 at Muskegon to Leonard A. Versluis dismissed by Commission Friday in ruling which held WGRD is not party in interest and that *Saunders* doctrine does not apply to AM outlet claiming injury from TV grant [B•T, Jan. 26]. Comr. Frieda B. Hennock dissented.

CBS-TV Signs Five

SIGNING of five new affiliates by CBS-TV announced Friday by Herbert V. Akerberg, vice president in charge of station relations: KVTV (TV) Sioux City, WETV (TV) Raleigh, WHYN Holyoke, KGUL-TV Galveston and KTNT-TV Tacoma.

New DuMont Affiliates

ADDITION of two affiliates to DuMont TV Network, bringing total to 91, announced Friday by Elmore B. Lyford, director of station relations department. They are: WCOV-TV Montgomery, Ala., which will operate on uhf Ch. 20, starting March 1 (owned and operated by Capital Broadcasting Co.), and KGUL-TV Galveston, which will operate on vhf Ch. 11, effective March 15 (owned and operated by Gulf Television Co.).

Barkley on Radio

EX-VICE PRESIDENT Alben W. Barkley's *Meet the Veep* program (NBC-TV, Sun., 5:30-5:45 p.m. EST) was to start on NBC radio yesterday as Sunday series, 6:15-30 p.m. EST. Program will use tape recording of TV version [B•T, Feb. 2].

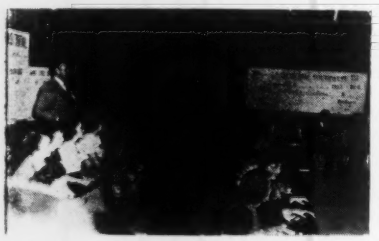
El Paso's March of Dimes
TELETHON Proves —
for *RESPONSE-ABILITY*

it's **KROD-TV**

After only 3 weeks on the air in a completely new TV market, KROD-TV received more than $24,000 in pledges (2,064 persons responded) to the March of Dimes during its first "Telethon" attempt.

Last year, the entire drive netted only $37,000.

Pledges from many points beyond 100 miles from El Paso attest to KROD-TV's coverage. The widespread response to the "Telethon"



demonstrates dramatically that the El Paso — KROD-TV "area" is BIG!

Yes, for public service OR commercial telecasting, KROD-TV has demonstrated that it has a tremendous following for a new TV market. Add to this the finest in TV studio facilities, channel 4 assignment with mountain-top transmitter, CBS-TV and DuMont affiliations, a staff of *experienced* TV sales-service and production people, forceful promotion and merchandising, and you have the winning combination for El Paso!

IT'S

KROD-TV

CHANNEL 4

RODERICK BROADCASTING CORP.

Dorrance D. Roderick, Chairman — Val Lawrence, Pres. & Gen. Mgr. — Dick Watts, TV Sales Mgr.

KROD-TV represented nationally by the O. L. Taylor Company KROD-AM

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Sheila Byrne, Elwood M. Slee, *Subscription Manager;* Betty Jacobs, James Stober.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.

BUSINESS: S. J. Paul, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Advertising Representative.*
Jane Pinkerton, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

Women, too, are interested

Women's stake in life insurance is constantly growing—and, along with it, the number of questions they are constantly asking about it! Yes—women *are* interested.

Not only are women named to receive the proceeds of most of the policies currently in force—but they themselves own more than $45 billions of life insurance. Almost as many women as men are policyholders.

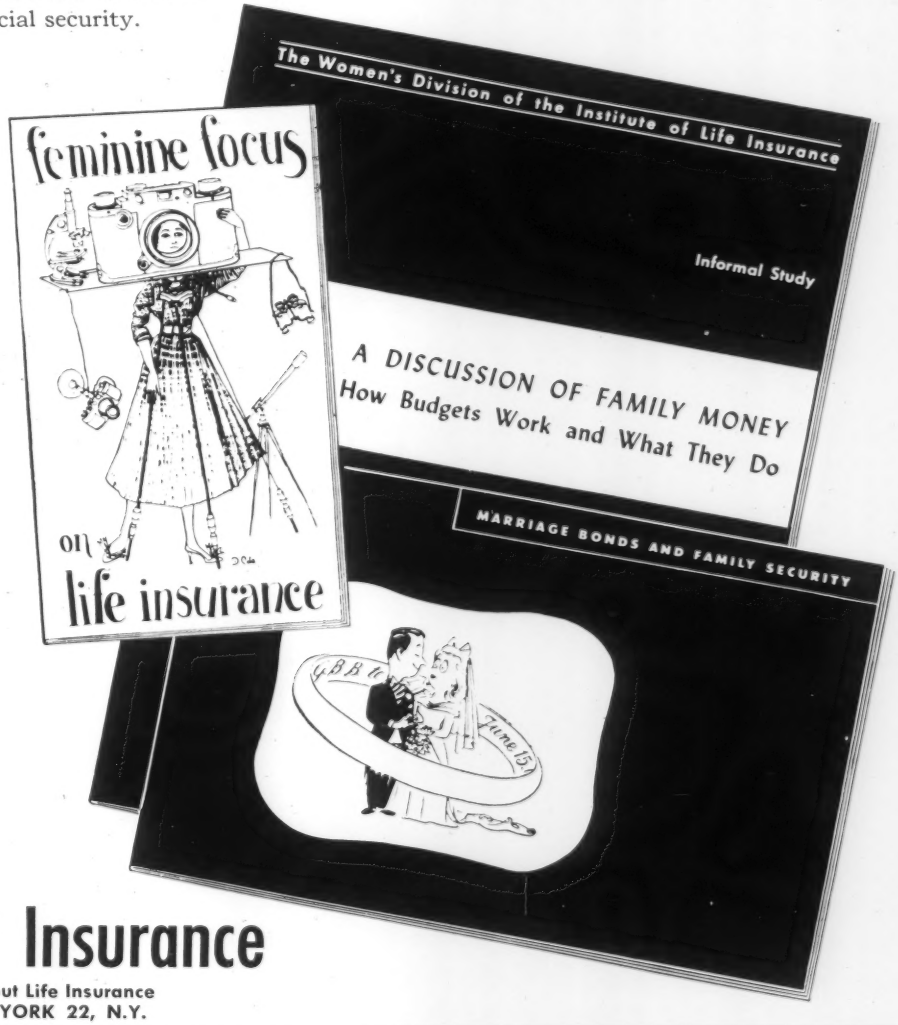
They own insurance for the same reasons as men—to protect dependents and to provide for their own retirement years.

The Institute of Life Insurance has long recognized this interest on the part of women. It has published a number of informational booklets designed to answer the questions they ask about life insurance and to promote a better understanding of its place in family financial security.

In addition, in response to requests from women's organizations and other groups, it has provided speakers for women's financial forums held throughout the country.

In current campaigns, in radio talks, in magazine releases, and other forms of communication, the material presented is quite frequently based on questions of special interest to women.

Through these services, the Institute is helping to broaden the understanding of a subject that is of vital interest to the women of America.


The Women's Division of the Institute of Life Insurance
Informal Study
A DISCUSSION OF FAMILY MONEY
How Budgets Work and What They Do
feminine focus
on
life insurance
MARRIAGE BONDS AND FAMILY SECURITY

Informational Booklets

These booklets, published by the Institute of Life Insurance, can be helpful as source material for radio editors, writers and commentators. They are yours for the asking. Also if there is any special way in which the Institute can be of assistance to you, please let us know.

Institute of Life Insurance

Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, N.Y.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

CONTRACT RENEWALS ARE OUR BEST ENDORSEMENT

★

"MAN ON THE STREET"
MONDAY THRU FRIDAY
12:30 P. M.

CELEBRATING ITS 7th ANNIVERSARY ON WSAZ

★

PRESENTED BY
THE STREITMANN BISCUIT COMPANY
REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

MEET THE VEEP

Sun. 5:30-5:45 p.m. on NBC-TV.
Producer: William R. McAndrew.
Director: Ted Ayers.
Cast: Alben W. Barkley, Earl Godwin.
TV Counsellors for Mr. Barkley: Louis G. Cowan, Charles F. Gannon.

A GOOD idea was vitiated almost to the vanishing point in the opening telecast of *Meet the Veep*, new NBC-TV Sunday afternoon series starring Alben W. Barkley, the nation's former Vice President and only "Veep".

The plan to bring Mr. Barkley into the homes of the American viewing public for a quarter-hour each week must have seemed foolproof when first presented. Here is a man who in 40 years of public service has seen history from the inside, a man whose intimate association with our country's leaders has given him a chance to understand the whys and hows of our national policy better than almost any other living man.

What a wonderful idea it would be to let the Veep share his inside information with the American people, particularly as he has a warm and friendly personality which projects well through the TV screen and is enhanced by his flair for flowery, folksy oratory.

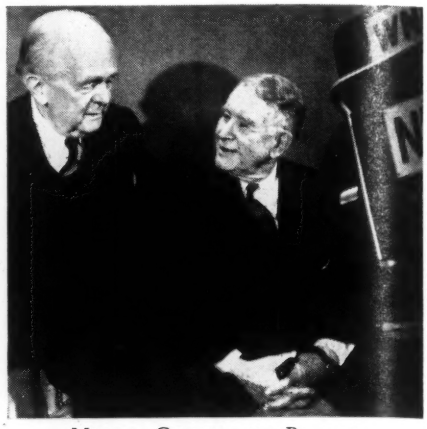
What a wonderful idea it would be to present the Veep together with another lovable old codger, the veteran political reporter, Earl Godwin, who has been covering political history for about as long as Mr. Barkley has been helping make it.

Unsure and Wavering

Maybe a third idea was needed, an idea as to what kind of a program *Meet the Veep* was going to be—intimate pictures of great men and great events, affording the viewer an inside-light on the formal records of the history books, or amusing anecdotes of the Washington scene. The first Barkley-Godwin telecast seemed unsure of just which viewpoint it was trying to observe and, in wavering between the two, fell flatter than a bride's first cake.

For example, take Mr. Barkley's account of his meeting with Franklin Roosevelt on the President's return from Yalta, an early morning private session to which he was summoned by Mr. Roosevelt "to let me bring you up to date on Yalta and you bring me up to date on Washington." Here was a fine opportunity for informed comment on one of the most hotly discussed events of modern history, a wartime meeting among the leaders of Britain, Russia, and the United States whose details are still so little known as to make them more a matter of rumor and argument than factual report. Or, if folksiness rather than political comment was to be the program keynote, here was an opportunity for a personal portrait of a President returning from what may well have been the turning point in current history. Was he grave or gay, sobered by the serious decisions that had been made or elated over agreement on a plan for winning World War II? Was he worn out from overlong hours of discussion or buoyed up with hope for the future?

But *Meet the Veep* gave us neither of these. Instead, Mr. Barkley reported at length how he had found Mr. Roosevelt in the bathroom shaving, and with no chair available, had seated himself "on a bathroom fixture" (this said with a grin as ingenuous as the one used by Arthur Godfrey at similar times). He reported that during the discussion Mr. Roosevelt became so interested that he lathered himself six times before finally shaving. When the Veep paused at this point, Mr. Godwin called upon all of his hard-earned skill at political questioning to wring the final definitive bit of information from Mr. Barkley—that FDR shaved with an old-fashioned straight-edge razor.



MESSRS. GODWIN AND BARKLEY
TV is not a cracker barrel

Best part of the telecast was the conclusion, where, growing serious for once, the Veep dealt with the grave responsibilities facing our new President (whom he surprisingly referred to as "Eisinghower") and expressed the hope that the Democratic Party would not misinterpret its role as "loyal opposition" to launch an immediate flood of carping criticism upon the new resident of the White House, before he has had the chance to show what he can do.

Production of *Meet the Veep* was on a par with the program's format, cluttered, confused and overcrowded. Mr. Barkley and Mr. Godwin sat facing each other across a desk of sub-executive dimensions, so unsuitable to a former Vice President as to give the whole scene a ludicrous aspect.

Meet the Veep, despite its false start, has the ingredients of a good TV program which could make the Veep a welcome visitor in millions of family living rooms, either as significent political comment or as anecdotal reminiscence. But it won't be welcome if it continues its initial imitation of two garrulous old-timers recalling their former glory over the village store's cracker barrel.

YOU ARE THERE

Sun. 6-6:30 p.m. on CBS-TV.
Sponsor: Electric Light & Power Cos. of America.
Agency: N. W. Ayer & Son.
Producer: Charles Russell.
Director: Sidney Lumet.
Cast: Walter Cronkite, Charles Collingwood, Don Hollenbeck.

THE re-creation of significant events on television, in the manner that they would presumably have been covered if TV had been around at the time, is a programming idea which attained generally satisfactory results in this series' aural antecedent on CBS Radio and which promises to be sound enough on TV.

Unfortuately, however, the first presentation of the television version of *You Are There* fell afoul of a problem that occassionally bothered its radio ancestor. The problem is to select an event that was of more than transitory importance. The explosion of the German dirigible "Hindenburg", which was "covered" on the opening program, does not qualify.

It was plain that the producers of *You Are There* were aware that they had a problem on

WALTER CRONKITE

A problem not yet solved

their hands. In an effort to solve it, they endeavored to show how the Germans hoped to obtain military advantages by developing lighter-than-air craft and how the Hindenburg disaster quashed their plans. Though at the time this would have been a valid theory the subsequent development of fast airplanes and destructive air armaments would have ruled out dirigibles anyway. History has relegated the "Hindenburg" to the role of a minor disaster.

Future program subjects seem more promising. Next Sunday *You Are There* is to attend the Boston Tea Party. That event would seem perfectly to meet the specifications for a suitable show. It may, however, put the program and its basic format to a new test.

If the program adheres to the technique of staging the "special event" type of telecast, with on-screen narration from central control and other points, the clash between the modern trappings of television and the 18th century costumes and scenes may destroy the reality of the production. The producers of the television version of *You Are There* will have headaches that their radio predecessors were spared.

Books

MODERN RADIO ADVERTISING, second edition. By Charles Hull Wolfe. Funk & Wagnalls, 153 E. 24th St., N.Y. 10. 738 pp. $7.50.

ALSO including "an analysis of television advertising," this book by Mr. Wolfe, described as director of radio and television at McCann-Erickson Inc. Adv., details 38 uses and advantages of spot radio, 16 steps in a radio campaign, merits of 18 types of commercials, 12 steps for creating commercials, 9 spot announcement techniques, 18 ways to use sound, sonovox and musical effects and 12 steps in creating a radio jingle.

Its 43 chapters are divided into seven parts, including radio advertising fundamentals, techniques, network, spot, commercials, history and future and opportunities. Each chapter has a foreword by well known experts in the respective fields.

The book, listed on the *Printers Ink* Business Bookshelf, includes 124 drawn illustrations, an appendix on special aspects of radio advertising by selected authorities and a glossary. Its publishers recommend it to radio station and agency executives, commercial writers, timebuyers, publicists, producers, directors, researchers, copy chiefs, script writers, announcers, salesmen, representatives, entertainers and students.

WGR's 5000-watt "take-off" lands your selling messages loud and clear wherever you go throughout Western New York, Northwestern Pennsylvania and near-by Ontario. It's the most listened-to station in the area.

For example: WGR's wide range of top rated programs include the big audiences reached by the New York Philharmonic and the Buffalo Philharmonic Orchestras.

CBS Radio Network

WGR 55

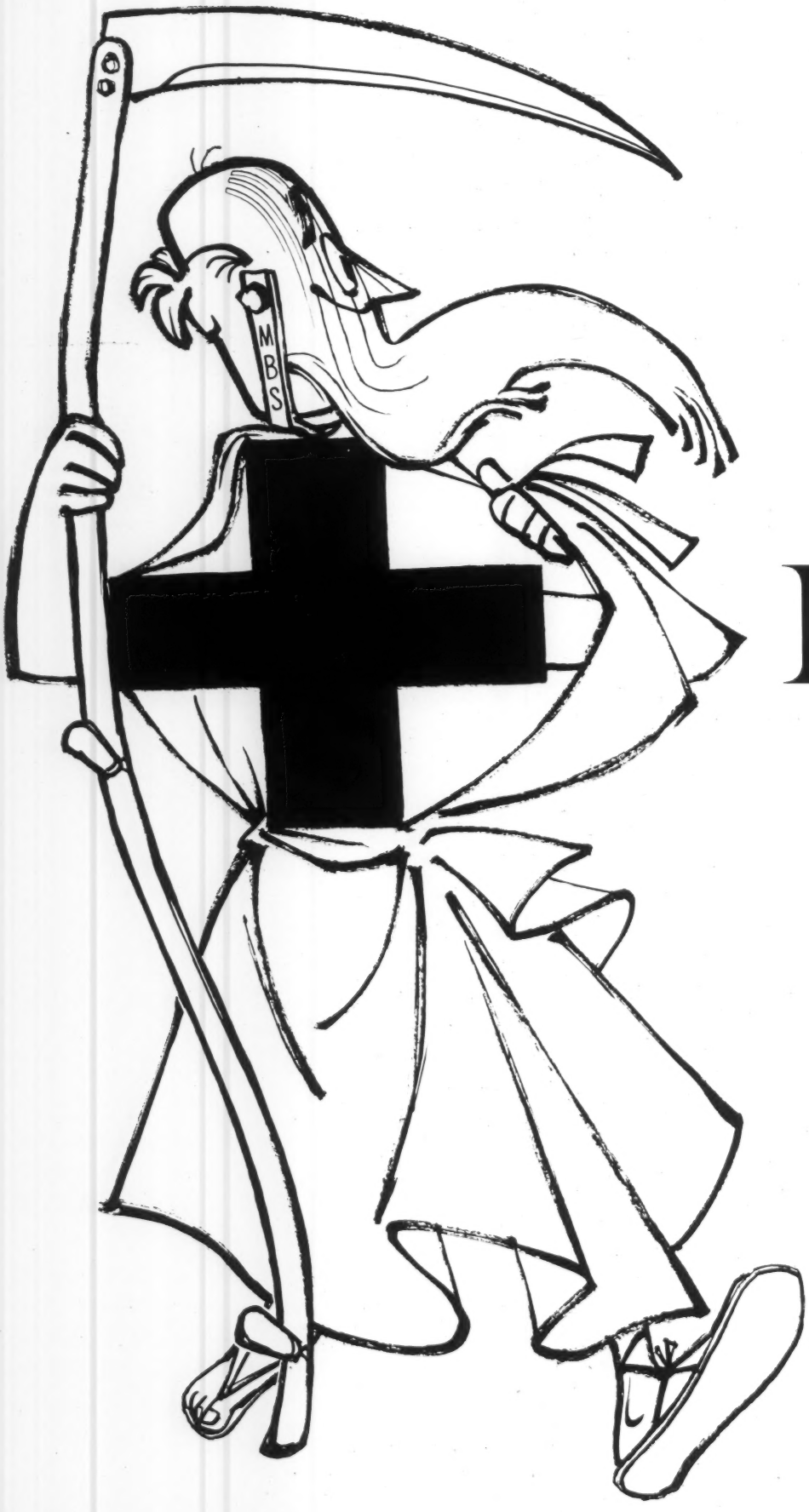
BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

XUM

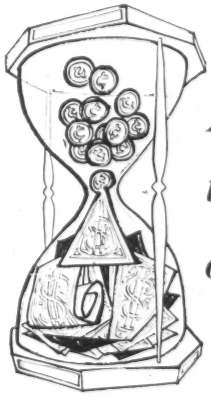


IT

It takes time to sell goods today. It takes network radio time to sell goods to the most people. And it takes time on the PLUS network to sell goods to the most people at the lowest cost. These simple facts are attested by some of the best minds in marketing, with some of the biggest (and some of the smallest) budgets in the business: last year they hired 17% more of our time than in 1951! Behind this expert testimony, you'll find two key reasons why it pays clients to spend time with us.

TAKES TIME

First, the 60,000,000 people living in Non-TV America spend twice as much time tuned to our stations as to anybody else's. And second, we price our time by a new, unique formula* that keeps costs synchronized with actual values —in TV areas as well as in the rest of the U. S. Small wonder Mutual sponsors so consistently convert time-pennies into sales-dollars! We can demonstrate how you can, too... in no time.



MUTUAL
the PLUS network
of 565 stations

*Effective Jan. 1, 1953. Details on request.

IN THE
Upper Midwest...

YOU MUST HAVE

• The Best Facilities

• The Most Experience

• The Best Programs

to be

Number One.

In

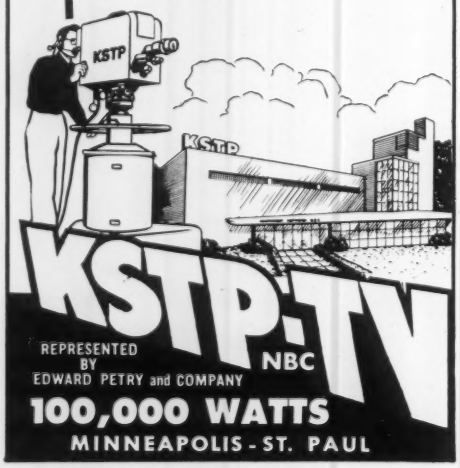
Minneapolis-

St. Paul,

Television

IS

KSTP-TV



KSTP-TV
NBC
REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

our respects

to DAVID H. COGAN

DAVID HAROLD COGAN, president of CBS-Columbia Inc., New York, ordinarily a sober, mild-mannered individual, is explosive on one subject: He thinks radio and television manufacturers are producing sets with horse-and-buggy methods in a Buck Rogers era.

"Our assembly line production techniques have improved little if any since 1926 or 1927," Mr. Cogan says. "We're years and years behind the automobile industry."

Mr. Cogan plans to meet this problem in the same manner that he has been tackling troublesome roadblocks in the electronics field over the past 25 years. Together with his associates at CBS-Columbia, he has formulated what he describes as a "new concept of the assembly line." He intends to introduce this production technique at the new plant his company is constructing in Long Island City.

Though Mr. Cogan has earned an enviable reputation in the electronics field as a supersalesman, he believes that it was the introduction of another concept of his in 1929 that hastened his upward climb. At that time, while with the Amrad Corp. of Medford Hillside, Mass., he invented an automatic tube testing device that spurred the sale of tubes.

Credit for Salesmanship

"And I got credit for being a terrific salesman," Mr. Cogan comments.

Mr. Cogan attributes much of his success to his upbringing. He was born in Barton, Vt., on Jan. 10, 1909, and shortly thereafter his family moved to Boston. Mr. Cogan credits his father, Bened Cogan, owner of a chain of retail food stores in New England, with stimulating his interest in selling and merchandising. His mother was the former Annit Grant.

"When I was six," Mr. Cogan recalled, "father would ask me to stay in the store in Boston and help arrange the merchandise. Later, I waited on customers and assisted in the buying."

Despite this early grounding in the retail business, Mr. Cogan's interests veered toward the electronics field when he entered the Pinkerton Academy at Derry, N. H., in 1921.

He received his initial practical experience in the electronics field during the summers of 1928 and 1929 when he was a field engineer with Amrad. During the fall and winter months, Mr. Cogan continued his electrical engineering education at Northeastern U., Boston.

He accepted a full-time position with Amrad in 1929, curtailing his college studies. During this period Mr. Cogan invented his tube tester and shifted the course of his career from engineering to sales and management.

Shortly after he invented the testing equipment, Mr. Cogan resigned from Amrad and formed the Cyrad Mfg. Co., Boston, to produce and merchandise testing equipment. For two years, Mr. Cogan was on his own until the Hytron Corp. purchased Cyrad. In the changeover, Mr. Cogan became a sales engineer and later, district sales manager.

In 1932, he was appointed sales manager for Hytron and in 1945 he was elected vice president and director of the corporation. Upon Hytron's acquisition of Air King Products, Brooklyn, in 1946, Mr. Cogan was elected president of the Air King and also Royal Wood Products Co., cabinet manufacturers. In 1951, after the merger of Hytron and CBS, he was appointed president of CBS-Columbia Inc. The company manufacturers radio and television sets and components, as well as clock radios.

In his present post, Mr. Cogan supervises the activities of some 1,400 employes in four plants in the New York area. He confides that an expansion program is the company's first order of business.

In his business, Mr. Cogan stresses that "the important thing is flexibility." He describes the "ideal situation" as one "in which there is financial and production strength without the lethargy that goes with big business." And he is proud that CBS has given him considerable lee-way in the management of CBS-Columbia.

Firm's Progress

He says he is "not entirely satisfied" with the firm's progress though he estimates it has jumped from 65th to 10th place among manufacturers within the past few years. He believes the company's projected expansion program will place it in a stronger competitive position. Mr. Cogan acknowledges that one of the company's main concerns is to "let people know that CBS-Columbia is a television or radio set made by CBS."

His rigorous work schedule has forced him to relinquish many outside activities although he still is chairman of the Brooklyn Cancer Fund and a member of the Radio-Television Mfrs. Assn. and National Assn. of Mfrs.

Mr. Cogan married the former Annie Josephine Zeifman in 1934. They make their home in Beechurst, N. Y. They have a son, Bruce Melvin, 8½.

Tall and medium-built, Mr. Cogan is quiet and serious of mien—but he astounded close colleagues with this revelation:

"When I was at Northeastern, I was on the boxing team. Yes, I was a 155-pound boxer."

Des Moines Elects KRNT

CBS

One Of The Nation's Most Successful News Operations

HOOPER-SIZED TO . . . 77%

ANY KRNT WEEK-DAY QUARTER-HOUR NEWSCAST IS THE HIGHEST-RATED NEWSCAST IN DES MOINES

● KRNT's first quarter-hour news at 7:15 a.m. gets a whopping Hooper of 12.5 with 77.4% share of the audience. Hooper proves it again and again — any KRNT week-day quarter-hour newscast is the highest-rated newscast in Des Moines. New ratings tell this OLD news-story:

Don Soliday news	7:15 a.m.	12.5	77.4% Share
Paul Rhoades news	8:00 a.m.	14.6	61.1% Share
Paul Rhoades news	12:15 p.m.	11.8	60.4% Share
Gordon Gammack news	6:00 p.m.	15.0	65.6% Share
Russ Van Dyke news	10:00 p.m.	9.2	51.8% Share

KRNT HAS HIGHEST HOOPERS MORNING, AFTERNOON & EVENING

● KRNT's huge Hoopers for newscasts insure a big buying audience for any KRNT show! Again and again, Des Moines' BIG audience day and night is delivered by KRNT, the BIG-time buy. Morning — KRNT, 43.5%. Afternoon — KRNT, 48.6%. Evening — KRNT, 39.5%. Proof again that you're right when you buy KRNT!

KRNT DES MOINES. THE REGISTER AND TRIBUNE STATION

SOURCE: C. E. Hooper Audience Index, November, 1952

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

XUM

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

KYW
PHILADELPHIA
50,000 WATTS STRONG
. . . SERVING ALMOST
2 MILLION FAMILIES
NBC AFFILIATE
WESTINGHOUSE
RADIO STATIONS Inc

OPEN MIKE

Shaggy Sheep Story

EDITOR:

I read in your magazine about farmers using WCCO [Minneapolis] music on contented cows, but a word of caution is in order. Another farmer nearby tried a radio in his sheep barn and it caused a terrible commotion among his herd of 30 ewes and one buck. The farmer dashed in just as the buck had committed suicide by ramming a stone wall to the crooner's final strains of "There Will Never Be Another Ewe."

Boyd Phelps, Director
Phelps Precision Lab.
Minneapolis

* * *

Don't Make a Move

EDITOR:

I would appreciate it tremendously if you would publish this announcement from Arthur Clarendon Smith Sr., president, Smith's Transfer and Storage Co., Washington, D. C.:

"It has come to our attention that some of the moving and storage companies throughout the U. S. are broadcasting and/or televising for their own use, our slogan "Don't make a move . . . without calling Smith's." We have this slogan not only copyrighted but also registered as a trade-mark in the U. S. Patent Office. We have sold the rights to the use of this slogan to the Lincoln Warehouse Corp. for use in New York City only. No other moving or storage company in the U. S. has any right to use this slogan. We wish to put on notice all radio and television stations that we will take legal action —wherever and whenever necessary—against any radio or television station which permits our slogan to go out over their facilities."

Courtland D. Ferguson
President
Courtland D. Ferguson Inc.
Washington

* * *

Typo

EDITOR:

On Page 112 of your Jan. 19 issue you list us as representative for WNLC-TV New London, Conn.

This is an error. We represent the station that appears above namely, WKST-TV New Castle, Pa.

Since we have been receiving a great many phone calls regarding WNLC-TV, we would appreciate it if you could carry a notice of some sort calling attention to the discrepancy.

Robert D. C. Meeker
President
Robert Meeker Assoc.
New York

* * *

Creepie-Peepie

EDITOR:

I would like to call your attention to an insert which appeared on Page 11 of the Jan. 19 issue of BROADCASTING • TELECASTING, relative to the "New 18 lb. camera" in which it is stated it "is the first camera to be used which does not employ cable."

You will probably recall that at both the Republican and Democratic national political conventions held in Chicago in 1952, that NBC employed what we called Ultra Portable television equipment, employing the Vidicon camera tube, on the convention floor, using radio to relay the television signals back to the control room. This equipment, while called by us Ultra Portable, is probably more familiar to you as the Walkie-Lookie or the Creepie-Peepie equipment.

This letter is written to you in the interest of correctness rather than criticism.

O. B. Hanson
Vice President & Chief Engineer
NBC New York

* * *

For the Bird

EDITOR:

Entering a lion's cage may be considered a daring exploit in the amateur league, but when it comes to professional enterprise we challenge anyone to compare with WBEL's intrepid Christie Thomsen.

Herewith photographic evidence of Christie interviewing a full grown golden eagle in his wild state. The giant bird, with a wing spread of more than seven feet . . . became lost in a

blizzard and landed, exhausted, near the Thomsen home the day before Thanksgiving.

Given shelter and an eagle's idea of a Thanksgiving feast, the bird was later turned over to the Wisconsin Department of Wild Life where he is spending the remainder of the winter and will be turned loose this spring to return to his home . . .

L. O. Fitzgibbons
Manager
WBEL Beloit, Wis.

* * *

Press Relations

EDITOR:

. . . In looking back over recent newspapers, I happened to note that a total of three separate stories involving KTTR or KTTR personnel were included in just one edition of the *Central Missouri Shopper*. Now, believe it or not, KTTR is in no way related, affiliated or connected with said publication. It is merely a case of the various advertising media in our little community, cooperating together for the betterment and advancement of all concerned. KTTR enjoys friendly and amicable relations not only with the *Central Missouri Shopper*, but also the *Rolla Herald* and the *Rolla Advertiser*. We of KTTR are quite proud of this relationship and suggest that all other small broadcast stations try to accomplish the same happy results in their own communities . . . .

Luther W. Martin
General Manager
KTTR Rolla, Mo.

Bouquet From Broidy

EDITOR:

. . . Your magazine is certainly the best in the field. . . .

William F. Broidy
William F. Broidy Productions Inc.
Hollywood

* * *

Uncle Sam Wants You

EDITOR:

Old frustrated ex-PFCs never die—they just become radio-TV critics. I refer specifically, of course, to the poor man's John Crosby who reviewed the premiere of *Talent Patrol* for B•T [Jan. 26].

Recruiting for the armed services is one of the toughest (and most critical) jobs advertising has ever had to undertake. If your reviewer were quite aware of this, he wouldn't have attempted to build himself a reputation as a clever person at the expense of the Army's efforts to enlist volunteers. . . .

Jim Bastian
Washington, D. C.

* * *

Showsheets

EDITOR:

KVTV can use 100 reprints of your TV showsheet . . .

For your information, these showsheets will be distributed to top area distribution people in the food and drug industry. We feel they will be useful to these people in determining which of their products are being advertised on television over the networks so they may use their influence in seeing that advertising schedules are placed in the Sioux City television market when it becomes active [next April].

Dick Harris
Promotion Manager
KVTV (TV) Sioux City, Iowa

* * *

Restyling (Cont.)

EDITOR:

Dear me! Here's BROADCASTING • TELECASTING all dressed up in a nice new format, pretty as can be.

And yet it's quite obvious that the editorial staff is just about 10 years behind the times. Why? Easy.

In your response to a letter which appeared on page 21 of the Jan. 19 issue you . . . said that the two letters "AM" constituted the abbreviation for the word "radio."

Well, I'll let you in on a little secret. About 1935 a fellow by the name of Armstrong invented something new. He called it FM radio . . .

Y'know, the *real* abbreviation for radio is "AM & FM".

George W. Hamilton
FM Promotion
Syracuse, N. Y.

* * *

EDITOR:

The new format of BROADCASTING • TELECASTING is a fine improvement of a fine magazine . . .

Philip L. Graham
Publisher
The Washington Post
(WTOP-AM-FM-TV Washington, D. C., WMBR-AM-FM-TV Jacksonville, Fla.)

* * *

This is Mr. McAllister

This is what he says

"*A large portion of our ad budget*," says Mr. Walter W. McAllister, President of the San Antonio Building and Loan Association, one of the first hundred in the nation, "*goes toward sponsorship* (on KMAC, San Antonio, Texas) *of Fulton Lewis, Jr.—a news program which appeals to the people most likely to use our services. Comments . . . and interest aroused by the program . . . prove the wisdom of our participation.*"

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers (including 60 financial institutions), the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

A blind man can't be a good eyewitness reporter

...neither can a man blinded by prejudice

Prejudiced reports of the Maryland road test have given the press and the public a distorted picture. In the interests of accurate reporting and highway improvement, here are facts that cannot be ignored:

The Maryland road test was a research project **conducted in the interests of better roads.** Findings were intended to act as a guide for the construction of roads better able to take care of today's traffic needs.

But in the hands of prejudiced outside interests—people prejudiced against the trucking industry, the entire objective of the test was obscured and distorted. **In these prejudiced unofficial utterances the Maryland road test became a case against the trucking industry.**

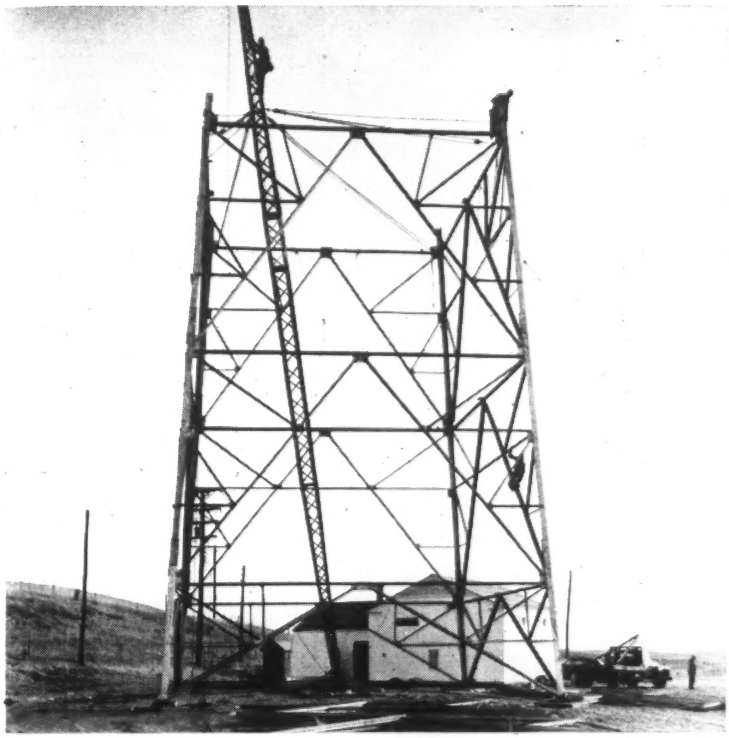
How to get the facts—The facts concerning the test are clear and are readily available from the official report, "Final Report on Road Test One—MD." They can be summed up in three main points. (1) Concrete pavements laid on **suitable subgrade** are strong enough to carry axle loads **far heavier** than permitted anywhere in the United States. (2) Concrete pavements laid on **unsuitable** subgrade can carry the highest axle loads legal in any state **as long as the subgrade support is maintained by ordinary highway maintenance practices.** (This type of maintenance was withheld during the test.) (3) The test road was **not** a typical road. The subgrade soil in those sections where cracking developed was a local variety of clay and the pavement itself was of unorthodox double-parabolic cross-section design.

The trucking industry as a vital part of the nation's transportation system and as payer of one-third of all motor vehicle taxes is vitally interested in the Maryland road test and other similar tests now being conducted. It cannot sit by and let the findings of these tests be distorted by prejudiced interests and used against it.

The Maryland road test was a test of **roads.** From it can come much good in the form of improvement in highway design, construction and repair. This good can be accomplished **if the facts concerning the test are given currency.** Anyone can get those facts by reading the Highway Research Board's complete report with an unprejudiced eye.

JOHN V. LAWRENCE
Managing Director,
American Trucking Associations
Washington 6, D.C.

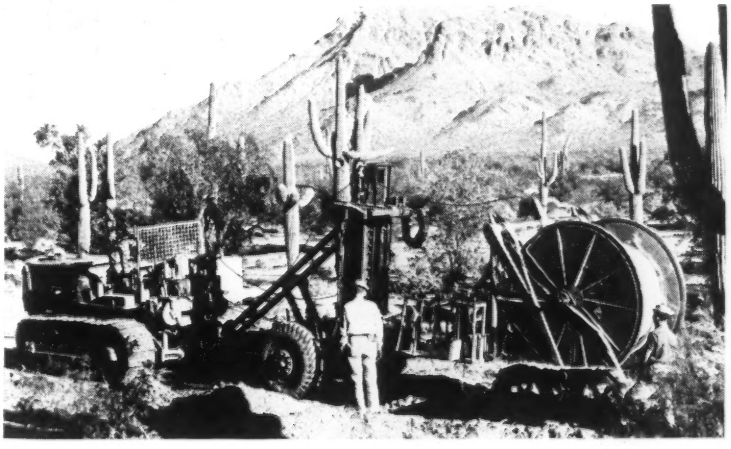
American Trucking Industry



A radio relay tower in process of construction

OPENING NEW FRONTIERS FOR TELEVISION

Cable plow train laying coaxial cable in difficult territory



In one era of history the prairie schooner made the roads to new frontiers. Now it's radio relay and coaxial cable that cross our mountains and plains to develop new territories for television.

Intercity television transmission is not very far in time from its pioneering days. Yet its progress has been great. In 1946 less than 500 channel miles of intercity television network facilities existed. By the end of 1952 this had grown to 31,500 channel miles . . . enough to reach an audience of about 92,000,000 people.

These are big figures. But they can't tell the whole story of the big job being done. Behind them are many special projects, each costly in time and money.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity radio and television today and tomorrow

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

Garfield Packard

on all accounts

GARFIELD PACKARD, despite his surname and Detroit background, bears no relationship to the automotive Packards. Born in Stratford, Ont., Mr. Packard moved to Detroit at the age of 2, attending school there and working as an accountant until 1931.

Now vice president and Chicago manager of the Paul H. Raymer station representative firm, Mr. Packard is a 20-year-plus broadcast veteran who has covered more than the usual maximum of two sides of the street.

He has worked as a station representative with the Raymer Co. since 1943, spending four years in New York and transferring to Chicago as an officer in February 1947. His first job in radio, as assistant to the manager of the Detroit office of World Broadcasting System, lasted two years until 1933, when he went to CKLW as manager of the Windsor division.

In 1935, he went the Campbell-Ewald agency in Detroit as radio manager and timebuyer, handling Chevrolet Div. of General Motors, the agency's largest radio biller. He bought the largest spot campaign up to that time for Chevrolet, using more than 400 stations (two-thirds of all those on the air) for *Musical Moments*, aired 185 weeks consecutively. Estimated cost in those early days was a staggering $2 million annually. Mr. Packard also set up the GM blanket contract permitting all GM divisions to combine their broadcast purchases for frequency discounts.

Mr. Packard went to Raymer, New York, after visiting the city frequently while touring the country with GM's *Cheers for the Camps*, originating in 16 armed forces camps via CBS.

He is married to the former Margaret Oberlin, who helped him buy time at Campbell-Ewald. They live on Chicago's near north side. They share an intense interest in primitive music and art, and each year spend 50 weeks of planning for a concentrated two weeks of vacationing along off-the-beat paths in such places as New Mexico, Guatemala, Mexico and Haiti.

They are interested in painting (Mrs. Packard paints moderns), reading music and photography, color as well as black-and-white.

As for radio (Raymer also represents TV stations), Mr. Packard sees a continuing re-evaluation of the medium on the agency and client level because "It is still an excellent buy on a cost per thousand basis."

*Merchandising**

AN IMPORTANT ANNOUNCEMENT

* WNHC Radio has signed with Universal Stores in New Haven and greater New Haven. See your Katz man for details.

NOW

UNITED STATES OF AMERICA
Every food advertising dollar spent on WNHC Radio does Double Duty
ONE DOLLAR

This Means

UNITED STATES OF AMERICA
WNHC Radio sells your product twice
ONE DOLLAR

WNHC

NBC in New Haven

AM - FM - TV

New England's first complete broadcasting service

Represented Nationally By The Katz Agency, Inc.

XUM

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

1

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

Number *Salesman*

WPTF

also WPTF-FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING TELECASTING

February 9, 1953 Vol. 44, No. 6

'SHAKEDOWN' TACTICS AMONG TV APPLICANTS PROBED

Television, no different from any other business, is attracting its share of bloodsuckers and those who follow a lax code of ethics. Of particular concern to government officials are the station applicants who enter bids simply to slow the competition or, even more unscrupulously, to command a shakedown price for clearing the way.

THE television shakedown racket, now menacing TV station applicants, is being investigated by the FCC and Senate Interstate & Foreign Commerce Committee, BROADCASTING • TELECASTING learned last week.

This growing practice came under official FCC scrutiny during the week. The Senate committee has heard of the racket and it is being investigated at the staff level.

Heeding complaints from many sections of the country, the Commission is working on one of the most distasteful situations in the history of radio-TV regulation. The racket is based on "strike" applications designed to block unopposed grants to legitimate applicants.

On highest authority it was learned that the FCC is "very much concerned" about a series of charges centering around alleged blackmail applications and others filed in bad faith to block legitimate applications.

All Avenues Being Studied

Aware of the growing problem, the Commission is looking into all possible ways of attacking practices that it feels are interfering with its regulation of TV and with legitimate expansion of the TV industry.

While no Commission official would talk openly, it's known that names and companies have been mentioned with some indication that injured applicants have submitted evidence designed to show that competing applications were filed merely for nuisance purposes.

At the Senate Committee it was learned that staff officials are watching both the alleged illegitimate practices and the steps taken by FCC to combat them. The committee operates as a watchdog of the Commission.

The committee has already investigated one suspected "strike" case. This case was turned over to the FCC, which studied the evidence and informed the committee the applicant was entitled to file.

Up to this point the committee has taken the view that "strike" charges are an FCC matter. Now that the practice is causing nationwide concern the committee is showing more interest. It was indicated a full investigation will be made if any applicant desires to submit evidence pointing to pay-off practices.

The usual way the "strike" practice works is this: An applicant files at the FCC for a TV frequency in a city. The grant is unopposed and after a normal period the case approaches its final stages, with indication that a grant is forthcoming. Just before final action is expected, the "strike" application is filed.

This throws the case into hearing status and it can mean many months, or even a year or more of delay. The second application can be (1) legitimate; (2) designed to shake down the original applicant for pay-off money or stock interest; (3) aimed at delaying the grant for purely competitive reasons.

Burden of Proof

If either of the two latter reasons is involved, the FCC then faces the difficult job of proving blackmail or illegitimate delaying action.

Should the Commission feel it has a good case against an applicant, it must decide how to proceed. It might, for example, dismiss an application "with prejudice," an embarrassing tag that could prove costly in the future. Then again it might take disciplinary action against lawyers involved in a case. This weapon, some contend, would be extremely powerful and halt unethical practices.

The whole situation is somewhat confused by regulatory problems. The FCC's rules have a section devoted to "strike" applications (1:385e). This permits conditional grant to an applicant pending final hearing in case the FCC feels an application is not filed in good faith. The rule is an old one and has seldom been used.

Argument is raised by one attorney that the old "strike" rule had its teeth pulled inadvertently by the McFarland Bill (Sec. 7c), which liberalizes the filing of protests in case of grants.

In any case, attorneys concerned with suspected "strike" applications are anxious to get FCC action in at least one case. They feel even one call for a hearing in a suspected "strike" incident would frighten away all applicants or potential applicants who have had ideas of that sort.

Suggestion that legislation be enacted has been made. One proposal would require posting of substantial bond in filing television applications. This would prove good faith, it is felt, and weed out racketeers.

Should the "strike" menace bring out specific names of persons and applicant firms, the resulting publicity might bring wholesale withdrawals, according to one view at the Commission.

Of special interest was the suggestion that such action would open up TV facilities in many areas and speed granting of many new stations now held up in Commission routine.

Actually there's nothing very new about this sort of thing. All through the history of AM there were filings which were viewed with suspicion, especially by those who had radio stations or had applied for them.

Always there arose the problem of nailing down the suspected cases. Rumors often were heard that applicants had to be bought off by legitimate permit holders or applicants.

After World War II when the rush of applications developed for both AM and FM, the FCC's staff was worked overtime in an effort to catch up with the jam. During these exciting months the charge of nuisance applications and even blackmail echoed through the industry.

Now with TV permits at a premium following end of the freeze, the Commission's files are bulging with petitions of various sorts. Attorneys and engineers alike have said informally they have turned down applicants on the ground their proposals weren't sincere. The hearing procedure in TV has been rougher than many non-industry applicants anticipated and this in itself has started to deter nuisance filings.

Senate Group Gets Money For Inquiry Purposes

NEED for an inquiry into color TV, educational TV and monopoly in broadcasting was given by the Senate Interstate & Foreign Commerce Committee as one of the reasons for asking for $75,000 to investigate various matters under its jurisdiction (S Res. 41). The Senate last week approved the request and the appropriation.

There is nothing scheduled at the present time on the communications subjects.

Estimated budget for next two years calls for the spending of $58,200 for the hiring of two attorneys, one economist, three clerks and three investigators. In addition, $17,000 is estimated for expenses.

In a letter last month to Sen. William E. Jenner (R-Ind.), chairman of the Senate Rules & Administration Committee, Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee, referred to communications as one of the five areas of primary importance.

Last month Sen. Tobey introduced a proposal (S 538) which would forbid the FCC from approving the applications of any company convicted of violating the antitrust laws, unless no such violations and occurred in the previous five years [B•T, Jan. 26].

XUM

WINE COMPANIES INVADE RADIO-TV

Monarch and Wine Corp. of America head a list of vintners buying radio and TV spots, regional programs and daytime network shows.

THE wine merchants, in a heady invasion of the broadcasting media, are pouring money into radio and TV spots, regional programs, and daytime network shows starting in early and mid-February.

Monarch Wine Co., for its Manischewitz wine, turns to television sponsorship today (Monday) for the first time when it premieres its half-hour *I'm the Law*, a Music Corp. of America package featuring George Raft, in about six markets. The contract is for 39 weeks.

Monarch's television outlay is in addition to a radio spot campaign which started in mid-January in 55 markets for 26 weeks. The radio schedule is in its fourth year. Donahue & Coe, New York, is the agency.

Mogen David Wine Buys

Wine Corp. of America, Chicago, for Mogen David wine, has bought the 11-11:15 a.m. period on CBS-TV effective Feb. 12 for the *Bill Cullen Show*, Thursdays, 11-11:15 a.m. Mr. Cullen will highlight a variety format, supported by the Milton Delugg trio and a vocalist. The show is packaged by Larry White and Mr. Cullen. Weiss & Geller, New York and Chicago, is the agency.

Wine Corp. of America also will sponsor *News of Tomorrow* on ABC-TV, 10-10:15 a.m. EST Monday through Thursday [B•T, Feb. 2]. Weiss & Geller also placed this contract, starting today for 52 weeks.

Garrett Wine & Co., makers of Virginia Dare wine, a long-time radio client, has placed a radio-television spot campaign on 100 radio and 20 television stations effective today for 10 weeks. David Mahoney Inc., New York, is the agency.

Petrie Wine Co., San Francisco, through Young & Rubicam, same city, is another active spot entrant, with approximately $200,000 already allocated on radio-TV schedules.

Old Monastery Wine Co., Fresno, Calif., a radio spot advertiser 18 straight years, starts its 26-week schedule in 12 markets Feb. 12. Arnold & Co., Boston, is the agency.

LaSalle Wines (independent winery and a distributor for Manischewitz wines) will sponsor RCA Thesaurus' transcribed library series, *The Hour of Charm*, on 16 radio stations in Michigan, through Brindley-Roth Agency, Detroit.

The advertiser increased the station list after a 90-day test and a tremendous boost in the sales of LaSalle and Manischewitz wines.

Piracy of Ideas Claims Called Hard on Advertising

TREND of court decisions in favor of those claiming piracy of their unsolicited ideas by advertisers and advertising agencies was called "the most urgent legal problem facing advertisers and agencies today" by David M. Solinger, New York attorney, in an address Monday to the Federal Bar Assn. in New York.

Citing a recent $375,000 California jury verdict as an example of what he termed "an alarmingly dangerous trend," Mr. Solinger said huge verdicts are being recovered "on various theories ranging from express contract, implied contract, trade custom, the reasonable value of services, unjust enrichment and copyright infringement."

He criticized releases which make the advertiser or agency sole judge of the value of an idea and advocated a contract with the submitter of the idea setting forth in advance a nominal value for the idea if it is used. Unsolicited ideas should not be considered, he said, suggesting various procedures for insulating creative departments against contact with them.

Ovington, Brooks Join BC&P

RAY OVINGTON, Grant & Wadsworth, New York, and Barbara Brooks, Joseph P. Wiggers Agency, have joined the radio and television staff of Bermingham, Castelman & Pierce, New York. Mr. Ovington will be assistant director in charge of production and Miss Brooks will be co-ordinator of broadcast activities.

Steve Siddle, timebuyer for the agency, has been promoted to assistant director in charge of station relations for both radio and television.

THEO. HAMM Brewing Co., St. Paul, and Liggett & Meyers, for Chesterfields, have signed for sponsorship of exclusive WGN-TV Chicago telecasts of all daytime home games played by the Chicago Cubs and White Sox during the 1953 season, starting with the three-day city series April 10 [B•T, Jan. 26]. Handling details (l to r) are Bradley Eidmann, WGN salesman; Raymond Mithun, president, Campbell-Mithun, Minneapolis, the Hamm agency; Robert Noel, Campbell-Mithun, Chicago; William A. McGuineas, commercial manager, WGN Inc.; James T. Gallagher, business manager, the Cubs; Clyde Rapp, advertising manager, Hamm, and Harold Carlson, Hamm's Chicago district sales manager.

"DEATH" of a TV commercial was demonstrated at a meeting of the Women's Advertising Club of Chicago by Otis Carney, head of TV creative work, J. Walter Thompson Co., that city. Mr. Carney, speaking on effective television commercials, holds up slide commercial before Marion McKinney, women's travel director, Union Pacific Railroad, to emphasize "too many characters trying to put over one sales talk."

Admiral Buys Sports Events

AGREEMENT for exclusive radio-TV coverage of the *Chicago Tribune* Golden Gloves Boxing Tournament was completed by Admiral Corp., Chicago, last Wednesday, for an undisclosed sum.

Contract calls for DuMont TV Network and MBS radio coverage of the Chicagoland finals March 7, the Chicago-New York Intercity Finals March 26 and the U. S.-European competition June 16. Agency is Erwin, Wasey & Co., New York.

Admiral also is said to be negotiating for similar rights to the All-Star professional-college football classic next summer, although the firm was not prepared to announce any agreement as yet. Admiral sponsored the football game on DuMont and MBS last year.

NL&B Bills $19 Million

TOTAL billings of Needham, Louis & Brorby, Chicago advertising agency, exceeded $19 million in 1952, its president, Maurice H. Needham, has reported. The agency revealed that more than half (118) of its 220 employes now own stock in NL&B. Last year was the second consecutive 12-month period during which the agency added about $4 million to its billings.

NL&B received $3 million in radio and $5 million in TV billings, with the AM-TV share accounting for about 40% of all billings [B•T, Jan. 5]. Mr. Needham added that payments under the profit-sharing plan will amount to more than 13½% of salaries of the participants, as compared with 13% last year.

M & R Dietetics Buys TV

TO LAUNCH a new powdered cream product in the New York market, M & R Dietetic Labs., Columbus, has turned to television as its major advertising medium, according to George R. Dunham, WCBS-TV New York general sales manager. He said the company has bought participations on station programs, including *Rain or Shine*, *Kovacs Unlimited*, and *There's One in Every Family*. Billed through the Ralph Jones Co., Cincinnati, the new business will run for 13 weeks, effective today (Monday).

SOUTHERN CALIFORNIA RADIO CALLED 'GREATEST MEDIUM' AT AD CLUB MEET

SCBA Managing Director Norman Nelson reports area's radio homes are up 33.6% with rates up only 11% since 1946, despite TV. Others on a panel praise vertical saturation spots, nighttime radio, while two recount saturation campaign successes.

THAT radio continues the greatest mass medium in Southern California despite television, was the consensus of a five-member panel at a Hollywood Ad Club meeting last Monday in the Hollywood Athletic Club.

Mr. Nelson

Robert J. McAndrews, commercial manager of KBIG Avalon, Calif., and past president of HAC, moderated the panel, "Southern California Radio for 1953."

Describing Southern California as "America's fastest growing market," Norman Nelson, managing director of the Southern California Broadcasters Assn., said radio homes have increased 33.6% since 1946.

Admitting TV with eight stations now is at a high point of saturation and radio listening has dropped 26%, he presented figures to show the 1946 to 1953 population increase was so great actual hours of radio listening now are greater than before the TV era.

"During this period, too, radio station time rates went up only 11%, yet the media today in Southern California, because of its population picture, is producing audience at a lower cost-per-thousand than in 1946," Mr. Nelson declared. "During the same period . . . Los Angeles metropolitan newspapers have decreased their total circulation 1%. Today it costs a newspaper advertiser exactly 50% more to reach a circulation 1% less than it did in 1946.

Shortchanged in Past

Southern California broadcasters shortchanged themselves in the past because they couldn't determine until recently how to evaluate out-of-home listening, Mr. Nelson continued.

He said three Pulse surveys in the past year found size of out-of-home audience depends upon programming, "but as a rule-of-thumb figure, there is about a 20% bonus to be added to any in-home ratings in the Southern California area."

Success of the vertical saturation method of buying radio time was stressed by Stanley Spero, KMPC Los Angeles account executive and chairman of the SCBA sales promotion committee.

Mr. Spero said in the past stations did nothing more than exchange the same advertisers among themselves, but now a concentrated effort is being made in Southern California to bring non-radio advertisers into the media.

Sherrill Taylor, advertising and promotion manager of KNX Hollywood and Columbia Pacific Radio Network, and vice chairman of the SBCA sales promotion committee, debunked the "decline" of nighttime radio listening in the Los Angeles area.

"It used to be that a great many advertisers were writing off nighttime radio in a television home," he said, "but roughly 30% of all Los Angeles homes cannot be reached by television.

Hilly Sanders, vice president in charge of radio-TV for Dan B. Miner Co., Los Angeles agency, told ad club members many media must be used in any progressive campaign, but radio has demonstrated its stability in the past as well as now, creating desired results for clients and she would continue to recommend it.

Miss Sanders

W. P. Frost, district radio-TV sales manager for Westinghouse Electric Supply Co., told how his firm, in a saturated TV market, less than a year ago used an extensive spot campaign to introduce its TV receiver set, then virtually unknown. The name Westinghouse, he said, was associated primarily with heavy equipment or appliances in the Southern California area.

With this acute problem, Westinghouse, on a vertical saturation basis, utilized several area stations, and as a result of this, he declared, the firm's TV sets not only have become an important factor in the market from a consumer's point of view, but a substantial number of new retail outlets has been established.

"And for the first time in the history of Westinghouse TV in this area, buyers are going to retail dealers asking for the product by name," he said.

So pleased and amazed were Westinghouse officials with results of the radio campaign, they plan to continue this type of advertising in Southern California during 1953 and have expanded it to include other Westinghouse products, he said.

Lt. Col. Louis Pedlar Dies

LT. COL. LOUIS C. PEDLAR, 69, USA retired, president of Pedlar & Ryan Adv., New York, for several years until 1931 when he joined the Army Organized Reserve Corps, died at Suburban Hospital in Maryland near Washington, D. C., last Tuesday. He lived in Silver Spring, Md. He was commended by President Truman for research and analysis work during World War II. Survivors are his wife, two sons and a daughter.

Hoffman Back to Studebaker; Resigns Ford Foundation

PAUL G. HOFFMAN, one-time president of the Studebaker Corp., is slated to rejoin that firm as chairman of the board. The resignation of Mr. Hoffman as president and a trustee of the Ford Foundation, multi-million-dollar philanthropy whose far-ranging activities include the Fund for Adult Education and the Television-Radio Workshop, was announced last Wednesday by Henry Ford II, chairman of the board of trustees.

H. Rowan Gaither Jr., San Francisco attorney and associate director of the Foundation, was named acting president, pending selection of Mr. Hoffman's successor.

Mr. Hoffman helped organize the $500 million Foundation and has headed it since Jan. 1, 1951.

His resignation from the Foundation, effective March 1, was credited to his desire to make his home at Pasadena, Calif., where he and his family have lived for years and where the Foundation has maintained executive offices. Mr. Ford said the trustees had agreed unanimously—with Mr. Hoffman concurring—that the time had come to transfer the Pasadena operations to New York, where a large staff has been operating. Although Mr. Hoffman agreed with the decision, Mr. Ford said, his personal desire to live at Pasadena led him to resign.

"We plan to use his distinguished abilities and his broad experience in Foundation-sponsored programs to the extent that he may be available," Mr. Ford said.

AGENCY and advertiser executives confer with station officials when, after an absence of 17 years, WMAQ Chicago welcomes back *The Northerners* for weekly half-hour broadcasts starting Feb. 16—under sponsorship, of course, of the local Northern Trust Co. Discussing happy occasion are (l to r): Glen Hendricks, assistant to the advertising manager, Northern Trust; Rudi Neubauer, WMAQ sales manager; Peter Cavallo, director of radio, television and motion pictures, J. Walter Thompson Co., agency handling account; John O'Laughlin, advertising manager, and Davis Kirby, vice president of market research and development, Northern Trust; Harry Kopf, NBC Chicago vice president; George Heinamann, program manager of WMAQ and WNBQ (TV). Program will be heard each Monday, 9-9:30 p.m. CST.

XUM

STROTZ, TRAMMELL IN BOTTLING FIRM

Former NBC executive Sidney Strotz is president of new Coca-Cola bottling company in Pittsburgh area. With him in the new firm are former NBC Board Chairman Niles Trammell, Pennsylvania broadcasters Thomas P. Johnson and Rolland L. Adams and stars Roy Rogers and Ralph Edwards.

SIDNEY N. STROTZ, former NBC key executive, and a group of associates that includes Niles Trammell, former NBC board chairman, and other broadcasters or radio-TV personalities, have acquired the Coca-Cola bottling companies in Pittsburgh and four nearby communities: Butler, Arnold, McKeesport and Bethlehem.

Mr. Strotz

Others of the group in broadcasting include Thomas P. Johnson, 45.5% owner of WENS (TV) Pittsburgh, uhf Ch. 16 grantee, and vice president-secretary of the Pittsburgh Pirates; Rolland L. Adams, president of WAGA-AM-FM Bethlehem and publisher of the Bethlehem *Globe-Times;* and two NBC radio and TV stars, Roy Rogers and Ralph Edwards.

Mr. Strotz, president of the new Quaker State Coca-Cola Bottling Co. and also head of the Coca-Cola plant at San Jose, Calif., is moving with Mrs. Strotz to Pittsburgh. He was with NBC from 1933 to 1950, serving variously as vice president in charge of Central Div., vice president and national program manager, vice president in charge of Western Div., administrative vice president, and head of TV.

Mr. Trammell resigned as NBC board chairman Dec. 31 to become associated with ownership and management of a proposed TV station in Miami, Fla. Several other business and professional men are identified with ownership of the new bottling company. Messrs. Strotz, Trammell, Jofinson and Adams are members of a seven-man board of directors.

C & W Names Case as V. P.

WINSLOW H. CASE, senior vice president and creative director of Campbell-Ewald Co., Detroit, has been named vice president in charge of radio-television copy for Cunningham & Walsh, New York, on the Liggett & Myers Tobacco Co. account (Chesterfield cigarettes). Before joining Campbell-Ewald, he was with Newell Emmett and with Liggett & Myers' creative staff.

Direct Mail Gains 11%

DOLLAR VOLUME of direct mail advertising in 1952 totaled $1,171,088,984, a gain of 10.8% over the 1951 figure, Frank Frazier, executive director of the Direct Mail Adv. Assn., reported last week. Monthly totals ranged from a low of $88,664,382 in July to a peak of $112,670,142 in October.

MAPPING plans at a Rexall conference attended by 450 druggists from six states, and held in the Twin Cities, are (l to r) John Lamb, BBDO account executive, Minneapolis; Rexall's George Davis, vice president in charge of marketing, St. Louis, and Joseph A. Galvin, chairman of the board; Norman Heffron, WCCO Minneapolis-St. Paul newsman; and Earl Cooper, vice president of Rexall, Los Angeles. Not pictured is Justin W. Dart, Rexall president. Mr. Heffron covered the six-state druggists' sessions for the station.

Marciano vs. Walcott Bout

GILLETTE Co., and its agency, Maxon Inc., New York, were reported last week to be conferring over radio-TV sponsorship of the return fight between Rocky Marciano and Joe Walcott from the Chicago Stadium on April 10. Radio-television rights to the match, which will be heard and seen on radio and TV in all but Chicago and Milwaukee areas, are expected to cost from $250,000 to $300,000. Gillette's decision as to whether it will pick up the entire national tab for the fight is expected to be announced today (Monday).

NEW BUSINESS

Spot

BB Pen Co., Hollywood (BB-Rol-Rite), starts one-minute filmed TV spot announcement campaign in eight mid-western markets, Feb. 15 for 13 weeks. Stations are WNBQ (TV) WGN-TV WENR-TV Chicago, WWJ-TV Detroit, WEWS (TV) WXEL (TV) Cleveland, WKRC-TV Cincinnati, WFMB-TV Indianapolis, WTMJ-TV Milwaukee, KSTP-TV Minneapolis and KSD-TV St. Louis. Agency: Roy S. Durstine Inc., L. A.

Leigh Foods Inc., N. Y. (Flamingo frozen orange juice), launched TV spot campaign, effective Feb. 2 on WCBS-TV and WNBT (TV) New York for minimum of 13 weeks with 56 spots per week. Program on each station includes nine announcements on Mon., Tues. and Wed., seven on Thurs., 10 on Fri. and six each on Sat. and Sun. Advertising is placed direct.

Network

Simoniz Co., Chicago, sponsoring *Big Story* on NBC-TV, Fri., 9-9:30 p.m. EST, on alternate weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

General Products Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 45 Columbia Pacific Radio Network and Mountain stations, Sun., 9:45-10 a.m. (PST), for 52 weeks from March 1. Agency: Dean Simmons Adv., L. A.

Bank of America, S. F., renews *Top of the Morning* on 11 Columbia Pacific Radio Network stations, Mon. through Fri., 7:15-7:30 a.m. PST, for 52 weeks from Feb. 23. Agency: Charles R. Stuart Adv., S. F.

Agency Appointments

Stat Pharmaceuticals Inc., Chicago (Taz—weight-reducing tablets), appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

Bay View Federal Savings & Loan Assn., S. F., appoints Brisacher, Wheeler & Staff, that city.

Bu-Tay Products Ltd., L. A. (Rain Drops water conditioner), appoints J. Walter Thompson Co., that city.

Aluminum Lock Shingle Co., Oakland, Calif., appoints Lee Wenger Adv., S. F. TV will be used.

Winter-Seal Corp., Detroit, appoints W. B. Doner & Co., Detroit.

Consolidated Sewing Machine & Supply Co. of Calif. Inc., L. A. (distributors of Viking sewing machines), and **Jerant Co.,** that city (Formula "21" lanolin compound), appoint Ben Baldwin Adv. Agency, Hollywood. TV will be used.

D. W. G. Cigar Co., Detroit, appoints W. B. Doner & Co., Detroit. Account executive is S. M. Epstein.

White Rock Corp. appoints Ellington & Co., N. Y. effective March 17.

Shavex Co., Glendale, Calif. (electric shaver), appoints Universal Adv. Agency Inc., Hollywood. **Jerry Merton** is account executive. Radio-TV will be used.

First Camden National Bank & Trust Co., Camden, N. J., appoints Aitkin-Kynett Adv., Phila.

McLaran Products Inc., Beverly Hills (scalp cream, hair dressing and shampoo), appoints Mogge-Privett Inc., L. A. Radio is being used.

F. R. Corp., manufacturer of darkroom equipment and color-slide viewer, N. Y., appoints The Wexton Co., N. Y.

Seabrook Farms Co., Bridgeton, N. J. (quick-frozen vegetables and fruits), appoints N. W. Ayer & Son, Phila.

Miscellaneous

Ratcliffe Adv., Dallas, elected to membership in American Assn. of Adv. Agencies.

Ben Baldwin Adv. Agency, Hollywood, moves to 943 N. La Cienega St. Telephone is Bradshaw 2-7126.

Schwab & Beatty, N. Y., moves radio-TV department to separate quarters at 38 E. 57th St.

Like squirrels go for nuts

Just like squirrels go for nuts, local merchants go for W-I-T-H in Baltimore. W-I-T-H carries the advertising of twice as many of them as any other station in town. These smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Get your Forjoe man to give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

Martha Brooks is a super-saleswoman. Four announcements in her program last year produced over 6,000 sales with a retail value in excess of $4,000.

The First Lady of the 17th state*

Grace Hudowolski, Travel Supervisor of the New York State Department of Commerce is a weekly guest on the Martha Brooks Show. She relates the little known facts about the personalities and history of the Great Empire State.

*The WGY area is so-named because its effective buying income is exceeded by only 16 states.

Martha Brooks has become endeared to the women of the WGY area as the result of her 17 years as a broadcaster. Bringing news of the women's world to her audience every morning between 9:15 and 10:00 a.m., Martha covers everything from unusual recipes to silver and golden wedding anniversaries and 90-year birthdays. Chatty, informative, personality-plus are the words for Martha. Her role in the daily lives of WGY-Land families easily qualifies her as "The First Lady of the 17th State."

WGY MARKET DATA

22 cities over 10,000 population
458 towns
53 counties
2,846,300 citizens
878,130 radio families
More goods purchased than 32 states

50,000 watts—Studios in Schenectady

WGY A GENERAL ELECTRIC STATION

Represented Nationally by Henry I. Christal

New York • Chicago • San Francisco

INDUSTRY-BACKED TV CIRCULATION AUDIT WINS INITIAL ENDORSEMENT

Circulation facts on television are to be presented clearly and comprehensively under this new industry-sponsored plan. The NARTB board already has named a group to scrutinize more closely the possibilities of a project that would be a TV counterpart of the circulation audits for printed media.

A MILLION dollar-plus project for a standard circulation measurement for television, to be established under industry auspices, was unveiled before the NARTB television board last Wednesday at its meeting at Belleair, Fla., and promptly won endorsement to the extent of authorization of further intensive exploration.

The plan was presented by Dr. Franklin R. Cawl, former Wharton school professor and now a consultant in marketing and research, after a six-week study authorized by NARTB President Harold Fellows. Designed to be the counterpart of circulation audits for the printed media, the project also has as its goal avoidance of the pitfalls that radio has experienced as a result of inter-mixture of coverage measurements and audience surveys.

Following a three-hour presentation by Dr. Cawl, the board concluded that the plan warranted further study and authorized President Fellows to appoint a committee of three to further explore the project. Named were Campbell Arnoux, WTAR-TV Norfolk, chairman; Clair R. McCollough, Steinman stations, and Ken Carter, WAAM (TV) Baltimore.

It is expected that Dr. Cawl will be retained to function with the committee in contacting all segments of the television field in connection with the plan. Contemplated, it is understood, is a pilot survey in one or two selected markets.

Specifics of Projects Not Detailed

Details of the measurement yardstick were not divulged pending procurement of trade marks and copyright protection, it was reported. All rights would be vested in NARTB by Dr. Cawl.

Along broad lines, it is understood that the project contemplates measurement of "circulation" not only as to numbers of receivers in given areas, but also as to tune-in for various segments of the day. Data would be collected by way of a combination of personal interviews, telephone interviews and mail.

One NARTB TV board member described the project as a "TV-BMB" but with certain refinements. The board officially described the plan as one that produced "a new concept and approach to the problem." It was emphasized that the project did not involve program popularity or ratings but dealt strictly with circulation aspects.

While Dr. Cawl would make no flat estimate as to cost, members talked about an eventual expenditure in excess of a million dollars. The thought was that it might be between one million and two million dollars on an overall basis. Emphasis was placed upon the desirability of getting started early to avoid the pitfalls that befell radio and notably while there are few stations and markets to be covered.

The original preliminary study was authorized by the TV board at its December meeting. At that time the board declined, for the present, to join the Advertising Research Foundation, of which Edgar Kobak, a member of the NARTB radio board, is president. The contribution requested from NARTB for ARF was in the amount of $10,000. A second letter from Mr. Kobak on the ARF fund was received by the board at Belleair and action again was withheld pending completion of the Cawl project exploration.

Robert D. Swezey, WDSU-TV New Orleans, chairman of the TV board, made this statement following the Cawl presentation: "One of the most challenging problems facing the television medium today, and those who use its facilities to sell merchandise and service, is the selection of a uniform system for measuring circulation. Dr. Cawl has presented to us a formula for such a measurement which deserves the serious reflections of all of those who are in television broadcasting and all those who use it as an advertising medium. He has outlined objectives of his study to us. The TV board is interested sufficiently in his proposals that it has approved appointment of a special board committee which will work with Dr. Cawl. This committee will be authorized to consult with appropriate individuals in the television industry."

Mr. Swezey

Dr. Cawl is a past president of the Market Research Council, past vice president of the American Marketing Assn., and while professor of merchandising, advertising and selling at the Wharton School of the U. of Pennsylvania, developed the Cawl buying power survey of Philadelphia.

He produced the first major market continuing store audits for food and drugs, which he said anti-dated Nielsen and which were used by the Department of Labor until the government produced its own commodity studies. He developed the first "continuing panel of consumer purchasing" for the *Farm Journal*. He was with the Kudner agency for seven years and worked with top accounts on postwar planning, sales analyses, copy testing, radio and television, and rating services.

He was a past chairman of the board of the Morris Price School of Advertising and Journalism of the Poor Richard Club in Philadelphia. He is editor of sales and advertising terms for the new *Webster Dictionary*.

For story on joint meeting of NARTB Boards see page 50.

L. A.'s Food Counter

DEVELOPMENT of suburban shopping centers throughout metropolitan Los Angeles has resulted in a retail revolution of self-service stores.

This is reported by "The Study of the L. A. Market," a presentation prepared by Sherrill Taylor, director of sales promotion, advertising and exploitation for Columbia Pacific Radio Network and KNX Hollywood.

Self-service supermarkets sell most of the food in Los Angeles, and the city has 1,070 of the state's 1,940 supermarkets. California has 12.6% of the nation's total.

For a Los Angeles advertiser to cover 4,910 square miles and reach 4½ million people, he must use radio; "the only medium which gains the advertiser entry into 99% of those homes."

As an added radio sales point, the city has 27% more cars per family than U. S., and 72.5% are radio-equipped, giving the city more car radios than home TV sets.

Nielsen Drops Per Cent Rating; 'Lucy' Maintains TV Lead

A. C. NIELSEN Co., Chicago market research firm, has dropped its practice of rating audiences by the percentage of homes reached. From now on, the company announces, it will rate network radio and TV program audiences only by the number of homes reached.

The move is calculated to end "misunderstanding" of the comparative popularity of ratings. Previously the radio report pegged the audience by percentages of all U. S. radio homes, and in TV, by percentages of video homes in areas where the program was telecast.

I Love Lucy on CBS-TV continues to head the top ten listing in audience popularity, according to the Nielsen Ratings for the two weeks ending Jan. 10. The programs follow:

NIELSEN-RATINGS TOP TELEVISION PROGRAMS

Two Weeks Ending Jan. 10, 1953

NUMBER OF TV HOMES REACHED

Rank	Program	Number of homes (000)
1	I Love Lucy (CBS)	14,550
2	Rose Bowl Football Game (NBC)	11,522
3	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	11,060
4	Texaco Star Theatre (NBC)	10,926
5	Colgate Comedy Hour (NBC)	10,820
6	Buick Circus Hour (NBC)	10,676
7	Arthur Godfrey & Friends (Toni-Gillette) (CBS)	9,854
8	You Bet Your Life (NBC)	9,189
9	Fireside Theatre (NBC)	9,012
10	Arthur Godfrey & Friends (Pillsbury) (CBS)	8,884

'Lux' Tops Nielsen in AM

LEADING network radio shows in number of homes reached for the week of Dec. 28, 1952-Jan. 3, 1953, have been released by the A. C. Nielsen Co. *Lux Radio Theatre* heads the evening, once-a-week list. Complete ratings follow:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS

Extra-Week Dec. 28, 1952-Jan. 3, 1953

EVENING, ONCE A WEEK—NIELSEN-RATING*

Rank	Program	Homes Reached (000)
1	Lux Radio Theatre (CBS)	5,306
2	Jack Benny (CBS)	5,174
3	Amos 'n' Andy (CBS)	4,955
4	Charlie McCarthy (CBS)	4,780
5	Rose Bowl Game (NBC)	4,122
6	Suspense (CBS)	4,078
7	My Little Margie (CBS)	3,771
8	Godfrey's Talent Scouts (CBS)	3,771
9	You Bet Your Life (NBC)	3,596
10	Life With Luigi (CBS)	3,464

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. Nielsen Company

NOW...AN ADJUSTABLE COWBOY!

Add "stretchin'" to the long list of adjectives we use to describe singin', strummin', leapin', sellin' Kenny Roberts. He's *adjustable* now! Come 5:00 p.m. every weekday, he stretches that explosive personality of his all over the Great Southwest (Ohio) Territory through the joint facilities of WHIO-TV in Dayton and WKRC-TV in Cincinnati. Adjustment takes place from 5:25 to 5:45 p.m. That's when Kenny comes in three sizes: As big as the big WHIO-TV market—as big as the big WKRC-TV market—or as big as *both* (and you buy what you want).

Put your product anywhere on Kenny's program and you'll get real results from a real market that's as big as you want it to be. George P. Hollingbery has participating spot information on WHIO-TV, The Katz Agency represents WKRC-TV.

The KENNY ROBERTS SHOW originates from the studios of WHIO-TV.

WKRC-TV CINCINNATI

and

WHIO-TV DAYTON

More 5-Minute News Shows

FIVE-MINUTE radio news summaries outnumber quarter-hour news programs by a ratio between two-to-one and three-to-one, John J. Madigan, UP radio news manager, reported last week after a survey of replies from more than 60 radio news editors.

He said the poll found a 50-50 division of opinion on the advisability of interpreting news on the air. Half of the editors who were surveyed wanted more analysis, he said, while half regarded strictly factual treatment as best.

Mr. Madigan

"More news in fewer words," "more news topics," and "more light, odd quirks and personality stories" were among the principal recommendations advanced by the news editors.

Asserting UP already has taken steps to meet editors' desires, Mr. Madigan reported that "we are experimenting with many ways of writing the news more tightly, in order to get more news within the same amount of space and time."

It's 'Lucy' and Godfrey In Videodex Jan. Ratings

VIDEODEX reports of top 10 network TV programs for January 1953 show *I Love Lucy* in first place. Listings were:

		No. of Cities	% of TV Homes
1	I Love Lucy (CBS)	61	64.4
2	Godfrey & Friends (CBS)	57	51.1
3	Texaco Star Theatre (NBC)	52	49.2
4	Godfrey's Talent Scouts (CBS)	57	48.3
5	Groucho Marx (NBC)	62	48.0
6	Colgate Comedy Hour (NBC)	62	45.0
7	Your Show of Shows (NBC)	56	42.4
8	Dragnet (NBC)	52	39.5
9	What's My Line (CBS)	43	38.1
10	Philco TV Playhouse (NBC)	54	37.4

		No. of Cities	No. of TV Homes (000's)
1	I Love Lucy (CBS)	61	12,992
2	Godfrey & Friends (CBS)	57	9,850
3	Groucho Marx (NBC)	62	9,715
4	Colgate Comedy Hour (NBC)	62	8,695
5	Texaco Star Theatre (NBC)	52	8,268
6	Your Show of Shows (NBC)	56	7,952
7	Dragnet (NBC)	52	7,324
8	Fireside Theatre (NBC)	57	7,200
9	All Star Revue (NBC)	59	7,118
10	Philco TV Playhouse (NBC)	54	6,984

TELESTATUS®

Weekly TV Set Summary— February 9, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	5,500
Austin	KTBC-TV	18,180
Baltimore	WAAM, WBAL-TV, WMAR-TV	453,074
Binghamton	WNFB-TV	101,450
Birmingham	WAFM-TV, WBRC-TV	141,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	1,002,032
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	290,683
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,290,287
Cincinnati	WCPO-TV, WKRC-TV, WLWT	395,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	12,500
Columbus	WBNS-TV, WLWC, WTVN	274,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	225,000
Davenport	WOC-TV	166,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Dayton	WHIO-TV, WLWD	268,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
El Paso	KROD-TV, KTSM-TV	.....
Erie	WICU	175,550
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	225,000
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	148,391
Honolulu	KGMB-TV, KONA	12,386
Houston	KPRC-TV	224,500
Huntington-Charleston	WSAZ-TV	131,122
Indianapolis	WFMB-TV	292,000
Jacksonville	WMBR-TV	92,000
Johnstown	WJAC-TV	534,982
Kalamazoo	WKZO-TV	241,332
Kansas City	WDAF-TV	263,675
Lancaster	WGAL-TV	183,020
Lansing	WJIM-TV	123,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,457,053
Louisville	WAVE-TV, WHAS-TV	214,037
Lubbock, Tex.	KDUB-TV	14,999
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	180,190
Miami	WTVJ	159,700
Milwaukee	WTMJ-TV	397,853
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Mobile	WALA-TV, WKAB-TV	.....
Nashville	WSM-TV	98,168
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	149,721
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	152,498
Oklahoma City	WKY-TV	179,739
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,157,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	248,000
Richmond	WTVR	157,452
Roanoke	WSLS-TV	39,800
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	166,000
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	106,800
San Antonio	KEYL, WOAI-TV	123,073
San Diego	KFMB-TV	166,150
San Francisco	KGO-TV, KPIX, KRON-TV	510,000
Schenectady-Albany-Troy	WRGB	250,450
Seattle	KING-TV	223,600
South Bend	WSBT-TV	8,000
Spokane	KHQ-TV	14,539
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	211,342
Toledo	WSPD-TV	222,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	85,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	418,147
Wilkes-Barre	WBRE-TV	.....
Wilmington	WDEL-TV	128,418
York	WSBA-TV	21,000

Total Stations on Air 127* Total Markets on Air 78*

Total Sets in Use 20,710,812

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
225,000
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

TV EXPERTS KEEP TAB ON DIMENSION FILM

TV technicians and producers are watching carefully Hollywood film makers' plans to funnel some production into third-dimensional movies to meet TV competition.

HOLLYWOOD TV producers and technical experts believe that third-dimensional films, now being developed and produced by movie companies, will become an integral part of video as color is added to telecasting.

Experimental research to improve and integrate 3-D developments already is underway.

The rise of the 3-D film is attributed to the movie industry's efforts to meet TV's challenge.

20th Century-Fox Film Corp. is converting to a new third dimension and sound system of motion picture production known as Cinemascope. Rights were acquired from the inventor, Prof. Henri Chretien of the Paris Optical Institute.

It costs no more to use than ordinary methods. Only extra equipment is a special lens which is attached to a regulation camera. The lens compresses a wide range of action into a single picture. A compensating lens on the projector corrects distortion, converting images to normal.

Uses Wide-Curve Screen

A specially developed, wide curved screen, 2½ times the ordinary size and of extra brilliance, gives the scenes the same effect as that gained by live actors on a theatre's stage. Sound follows the actors as they move about the screen.

Cinemascope will be made available to all studios as soon as additional equipment can be manufactured, according to Darryl F. Zanuck, vice president in charge of production.

First Cinemascope film in color, "The Robe," will go into production at 20th Century-Fox Feb. 16.

A legal battle may result over use of the trade name Cinemascope. Don Fedderson, vice president and general manager of KLAC-TV Hollywood, has been using that title for several years for the station's syndicated film product.

The KLAC-TV process, made via closed circuit, is for kinescopes with special lighting to give them a motion picture appearance.

Other Firms Begin

Other Hollywood movie producers and film studios are already in third dimension production.

Independent producers Bill Pine and Bill Thomas are using a two-camera 3-D system developed by their releasing studio, Paramount Pictures Corp. It requires viewers to wear polarized spectacles. The Natural Vision system also requires polarized spectacles.

Warner Bros. is shooting "House of Wax" in Natural Vision and Columbia Pictures is using that same system for its "Fort Ticonderoga" film. MGM, with a similar system of its own, starts its first 3-D film, a western, in a couple of weeks. Allied Artists' (formerly Monogram) first tri-dimensional film is scheduled for the cameras in April.

3-D for TV

PERFECTION of a TV three dimension process has been announced by Henry Donovan, executive producer, Telemount-Mutual Productions, Hollywood. Firm films the half-hour *Cowboy G-Men* TV series, sponsored by Purity Bakers Corp. in 24 markets (see adjacent story).

Called Bolex Stereo 3-D and developed by Bolex Co., Swiss camera manufacturers, the dimensional effect is given by a special stereoscopic lens placed on the camera. Little increase in production costs is claimed.

Results of past research will be utilized in the next group of 13 films which goes into production March 15. Black-and-white prints also will be made for immediate distribution.

Although audiences will need polaroid glasses for color 3-D video viewing, Mr. Donovan predicts their availability at low cost.

Princess Pictures Inc. Begun by Burt Balaban

BURT BALABAN, director of programming and production for Paramount Television Productions Inc., will resign Friday to launch Princess Pictures Inc., an independent company which will produce TV films here and abroad.

Mr. Balaban said he will be president of the new company, which will distribute its TV films as well as those produced by other firms. He added that Princess Pictures, which will have offices at 11 W. 42d St., already has received distribution rights for two TV film series and is planning production on another.

Associated with Mr. Balaban in Princess Pictures' initial production effort will be Gene Martel, who has produced shorts for Paramount Pictures. Mr. Balaban is the son of Barney Balaban, president of Paramount Pictures.

Jerry Fairbanks Named In Third Court Suit

SEEKING $7,000 damages, plus return of a film and negative allegedly due him, Joel Malone has filed suit against Jerry Fairbanks Inc. and Mr. Fairbanks in Los Angeles Superior Court. Also named defendant is Consolidated Film Industries, where the film and negative were reportedly processed and stored. If the properties are not available, Mr. Malone wants $12,000 damages.

Complaint charges that in May 1950, the late Frank Graham, announcer-actor, and his partner, R. Van Des Aultes, contracted with Mr. Fairbanks to furnish all facilities for a TV film, *Satan's Waitin'* and paid him $6,575. Mr. Malone, after securing all rights to the film from Messrs. Graham and Van Des Aultes, claims he has been unsuccessful in attempts to regain the property.

Other law suits filed in Los Angeles Superior Court against Mr. Fairbanks: (1) NBC has asked foreclosure of a chattel mortgage and public sale of a block of TV films sold to Mr. Fairbanks a year ago and for which he allegedly has not paid [B•T, Feb. 2], and (2) producer Lou Lilly seeks $7,300 in unpaid back salary as production supervisor and scenario department head.

Screen Assoc. Asks Damages, Charging Copyright Infringed

SUIT for unspecified damages resulting from alleged copyright infringement was filed Wednesday in Los Angeles Federal Court by Screen Assoc. Inc., Beverly Hills, against distributor Stuart Reynolds, Reynolds Productions, Mutual Television Productions, Sovereign Productions and producer Gilbert A. Ralston.

Screen Assoc., reportedly owned and controlled by the Ralph Stolkin interests, charges the defendants with exhibiting seven half-hour TV films during the past six months that were made prior to July 25, 1952, by the plaintiff's subsidiary, Screen Televideo Productions.

The films originally were included in *Electric Theatre*, sponsored by the Electric Companies of America advertising program on 42 stations, and *Your Jeweler's Showcase*, co-sponsored by Hamilton Watch Co. and International Silver on 26 stations. At the time Mr. Ralston was the firm's executive producer and Mr. Reynolds was sales representative.

In November 1952, Messrs. Ralston and Reynolds formed Sovereign Productions to handle production and sales of *NBC-TV's Cavalcade of America* for DuPont, *CBS-TV's General Electric Theatre* for *GE* and *Your Jeweler's Showcase* for Hamilton on a regional basis. Mutual Television recently was brought into the partnership to supervise business administration and policy.

Louis Snader Wins Claim From Film Partners

LOUIS SNADER, in the long drawn-out controversy with his partners, Alexander Bisno and Samuel Markovitch, has been given complete ownership of Snader Telescriptions Corp. for an undisclosed sum under an interim award of arbitrator Samuel R. Rosenbaum.

Messrs. Bisno and Markovitch have resigned as officers and directors, and with Henry Bisno, have sold their stock holdings to the Snader interests. Snader Telescriptions Sales Inc. and other subsidiaries of the parent corporation are being dissolved under the award.

The arbitration gives use of the Snader name exclusively to the producer. However, the 750 Snader Telescriptions which were sold to Ben Frye of Studio Films Inc., Cleveland, and now are being distributed through United Television programs Inc., will continue to carry the Snader Telescriptions trade name [B•T, Jan. 19].

Final Disposition

Final disposition of the dispute between the partners is expected next Monday when Mr. Rosenbaum returns to Beverly Hills, Calif., for further sessions. A problem still pending is division of net proceeds among several hundred investors who contributed $1 million to finance the Telescription enterprises. Disposition of a group of Alexander Korda feature motion pictures and a *Dick Tracy* TV series, controlled by the Snader Subsidiaries, still is to be determined.

Controversy between the Snader Telescriptions partners led to several law suits being filed this past year in Los Angeles. When Mr. Rosenbaum was brought in as sole arbitrator some weeks ago, agreement was reached to stay the various court actions and abide by his decisions.

Upped Sales Necessitate Ziv Sales Staff Increase

CONTINUED increase in sales on *Favorite Story*, *The Cisco Kid* and *Boston Blackie* has necessitated expansion in the sales force at the Ziv Television Programs Inc., M. J. Rifkin, vice president in charge of sales, announced last week.

With sales on *Favorite Story* in 67 markets and on *Boston Blackie* and *Cisco Kid* in 66 and 67 areas, respectively, Mr. Rifkin declared that these programs "constitute the most successful programs in TV history."

He announced the addition of the following men to the Ziv sales staff: David Willis, for the Akron, Canton, Youngstown area; James Bellamy, former manager of WPTR Albany, upper New York State; Phil Williams, former head of TV sales for 20th Century-Fox, Dallas area, and Hardie Freiberg, New York.

Sales

Fletcher Jones, Los Angeles (Chrysler-Plymouth dealers), started weekly half-hour *Hollywood Off-Beat* on KNBH (TV) Hollywood, for 13 weeks from Jan. 31. Series, starring **Melvyn Douglas** and filmed by **Marion Parsonnet,** is distributed by **United Television Programs.** Agency is **Charles N. Stahl Adv. Agency,** L. A.

* * *

Greene-Haldeman Co., Los Angeles (Chrysler-Plymouth dealers), started weekly half-hour *Dangerous Assignment* on KNBH (TV) Hollywood, for 26 weeks from Jan. 30. Series, filmed by **Donlevy Development Corp.,** stars **Brian Donlevy.** Agency is **Creamer & Co.,** Hollywood.

* * *

Pelton Motors, Los Angeles, has started a weekly half-hour *Invitation Playhouse* on KLAC-TV Hollywood for 13 weeks from Jan. 28. The package, consisting of two quarter-hour programs weekly, was filmed by **Rene Williams Productions,** Hollywood, and is distributed by **Guild Films Inc.** The agency is **Irwin Co.,** Beverly Hills.

* * *

Virgil Vance, Phoenix (used car dealer), has started the weekly quarter-hour *Madison Square Garden* on KPHO-TV that city, for 13 weeks from Jan. 15. Filmed by **Winik Films,** the series is distributed by **Stuart Reynolds Productions,** Beverly Hills. Agency is **Lew King Adv.,** Phoenix.

* * *

Alexander Film Co., Colorado Springs, has announced the recent TV commercial productions for the following organizations: **Mortons Foods,** Dallas, Tex., five 20-second films through **Ira E. De Jernett Adv.,** same city; **Bowman Biscuit,** Denver, three 60-second films and one 20-second film through **Ball & Davidson,** Denver; **Gruen,** Cincinnati, five 26-second, one 90-second, one 46-second and one 20-second films; **Maytag,** Newton, Iowa, seven 46-second films and ten 13-second films through **McCann-Erickson Inc.; March-Wall Products,** Dover, Ohio, three 46-second and six 15-second films; **Youngstown Kitchens,** Warren, Ohio, thirteen 50-second and six 20-second films through **Brooke, Smith, French & Dorrance; Kaiser-Frazer,** Willow Run, Mich., twelve 60-second and twelve 20-second films through **Wm. N. Weintraub Co.; Seven-Up Bottling Co.,** St. Louis, eight 20-second films; **Culligan Zeolite Co.,** Northbrook, Ill., seven 46-second and three 20-second films through **Alex T. Franz Adv.**

Distribution

Interstate Television Corp., Hollywood, has contracted **KEM Pictures,** Beverly Hills, for additional 13 half-hour TV films in *Hans Christian Andersen* series. **Scandinavian-American Television Co.,** KEM's production firm, will resume filming in Denmark in April. Interstate has 13 programs ready for distribution. **Karl E. Moseby** is producer.

Production

Dennis O'Keefe, actor, and **Empire Films,** London production firm, have entered a partnership to film 26 half-hour TV programs abroad under title, *Adventure Is My Game.* Mr. O'Keefe will star.

* * *

Hal Roach Studios Inc., Culver City, is completing production plans to film a new half-hour TV series, *Wanted by Washington,* for **CBS. Roy Kellino** has been signed to direct the series.

* * *

Frank Tashlin Co., Hollywood, with filming headquarters yet to be assigned, has been signed by **NBC** to produce, on a partnership basis, a situation-comedy TV series of 39 half-hour films, **Oops, It's Daisy.**

* * *

Kling Studios Inc., Chicago, is shooting new sports package, *Boxing from Rainbo,* on location at the arena with **Jack Drees** handling the narration. Thirteen half-hour shows, with titles and designed for commercial inserts, have been completed and 13 more are in production.

Random Shots

Galaxy Pictures, Hollywood (formerly known as Planet Pictures), recently went into production on what was to be the half-hour pilot film of *Project Moon Base,* new TV series. At end of first day's shooting, producer-director **Jack Seaman** decided he had the beginning of a feature-length film. Within 24 hours he had arranged with the financial backers for the switch and completed the screen play for the new version.

* * *

Jiro Yanase and **John Tanaka,** representatives of Television Corp. of Japan, Tokyo, in Hollywood recently to purchase video film library and equipment for their firm, which will act as producing and distributing organization for the five commercial stations opening this year in Japan.

* * *

Dynamic Films Inc., New York, has completed production of documentary film, *High Tower.* Show, produced for the **Women's League of Israel** and filmed in Israel, was presented for the first time on Jan. 17 on WABD (TV) New York. Stations wishing to screen film may contact film company or league, 1860 Broadway, New York.

* * *

Opening of a new air-conditioned motion picture sound studio covering an entire floor of the Transfilm Bldg., 35 West 45th St., New York, was announced last week by **Transfilm Inc.,** which said the space added to four floors already occupied will help to increase its TV film production.

* * *

Telenews Productions Inc., N. Y., released to

AFFILIATION contract between WKNB-TV New Britain, Conn., and CBS-TV, effective Jan. 30, is signed by (l to r) Fritz Snyder, CBS-TV national director of station relations, and Peter B. Kenney, WKNB-TV general manager.

RENEWAL of daily five-minute *Florascope on Sports* and spot schedule, plus beginning *China Smith* weekly film series, all on WBNS-TV Columbus, Ohio, signed by August Wagner Breweries and station. Seated are Helen Wagner, daughter of sponsor founder, and Jim Amento, WBNS-TV general manager, and (standing) Frank N. Jones, account executive.

DISCUSSING ABC radio's *The Lone Ranger,* saluted by ABC radio and TV on the series' 20th anniversary recently, are (l to r) Raymond J. Meurer, executive of the Lone Ranger Inc., and Gordon Fraser, ABC commentator.

SPECIAL promotion material for Ziv Television Programs Inc.'s *Favorite Story,* sold in nearly 60 markets, is examined by (l to r) Russ Clancy, Ziv New York account executive, and M. J. Rifkin, Ziv sales vice president.

XUM

TV stations on Jan. 22 films dealing with the Soviet Union's campaign of anti-semitism.

* * *

This Is the Life, half-hour film series produced and sponsored by the **Lutheran Church-Missouri Synod,** St. Louis, in cooperation with the National Council of Churches of Christ in the U. S. A., is now carried as a regular weekly feature of 75 television stations, Synod announced last week. It is seen weekly by an estimated 6 million persons, spokesmen asserted. **Rev. H. W. Gockel,** religious director of the series, noted that new films for the 1953-54 series are already in production. **Wyatt & Schuebel,** New York, distributed the film for the Lutheran Church-Missouri Synod.

Film People

Alex Sherwood, former eastern vice president of Standard Radio Transcriptions, N. Y., to **United Television Programs Inc.** as account executive in charge of the mid-Atlantic sales territory, including New Jersey, Pennsylvania, Delaware, Washington, Virginia and West Virginia.

* * *

John A. Ettlinger, head of Goldstone Productions Inc., TV film subsidiary of Nat Goldstone Agency, Hollywood (talent agency), joins **Robers Maxwell Assoc.,** that city, with new headquarters at Goldwyn Studios, to handle film production on three new TV series. Firm packages the TV film version of *Superman* for **Kellogg Co. Milt Rosner** succeeds Mr. Ettlinger at **Goldstone Productions.**

* * *

Manny Reiner, vice president in charge of sales for PSI-TV Inc., has resigned to become foreign manager for **Samuel Goldwyn Productions,** with headquarters in New York.

PROGRAM SERVICES

PHIL RIZZUTO (seated, l), New York Yankees shortshop, signs contract to do transcribed, 26-week radio series, *Phil Rizzuto's Sports Caravan,* syndicated by Charles Michelson Inc., New York. Others are: (seated, r) Frank Scott, the star's manager, and (standing, l to r) Ray Chambers, program director, and Charles Michelson, sales distributor.

Clarkson Leaves Columbia

ROBERT J. CLARKSON, general manager of Columbia Transcription Div. of Columbia Records, has resigned. He was in the post 10 years and with the company more than 12 years. He will pursue a number of new recording projects, details of which will be announced shortly, he said.

FCC GIVEAWAY RULES TRIPPED BY SPLIT COURT DECISION

Special Federal Court in New York holds against FCC rules on giveaways, claiming misconstrual of the lottery law, and violation of the Constitution. Appeal to U. S. Supreme Court is expected to follow.

FCC's long-pending giveaway rules were slapped down by a special Federal Court in New York last week in a two-to-one decision which held that for the most part they misconstrue the Lottery Law and represent "censorship" in violation of the First Amendment to the Constitution.

Deemed sure to be appealed to the U. S. Supreme Court by the FCC, the court's majority decisions granted the motions of ABC, CBS and NBC for permanent injunctions against enforcement of all but one of the four provisions spelled out in the rules as "conditions" any one of which would make a giveaway show a lottery and therefore illegal.

The decision upheld the FCC's right to issue regulations, but of the original text of the giveaway rules it left standing only what amounts to the "preamble" and the portion which says a giveaway program violates the Lottery Law if contestants are selected by lot or chance and "are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question."

The three other "conditions" delineated in the rules as illegal requirements of contestants, the decision said, are not "price" or "consideration" of the sort banned by the law on lotteries (Sec. 1304 of the Criminal Code).

These include the requirements that the winner be listening to or viewing the program in question; that he answer a question whose answer has been given or hinted on an earlier broadcast; or that he be required to write a letter in a prescribed manner or answer the phone in a prescribed way, where the correct manner or way has been broadcast over the station.

Judge Leibell's Majority Opinion

Of the three judges who heard arguments on the 41-month-old rules last December [B•T, Dec. 22, 1952], District Judges Vincent L. Leibell and Edward Weinfeld formed the majority and circuit Judge Charles E. Clark dissented.

Judge Leibell wrote the majority opinion, a 41-page document.

"The act of listening to a 'broadcast of a 'giveaway' program, or viewing it on television, does not constitute a 'price' or 'valuble consideration,' which is an essential element of a 'lottery'," he wrote.

"It is not the value of the listening participants to the station or sponsor that is the valuable consideration contemplated by the lottery statute," the decision continued. "It is the value to the participant of what he gives that must be weighed."

Judge Leibell also noted that the Attorney General informed the FCC in 1940 that giveaways of the type which had been submitted to him at that time, similar to those involved in the giveaway rules, were not covered by the Lottery Law. When the FCC then asked Congress to legislate against this type of program, the decision continued, Congress failed to do so.

The opinion also brought out that the giveaway rules were adopted by a minority of the seven-member FCC—only four members voted, and one of these dissented.

Further, Judge Leibell wrote:

"The rules of the Commission, in their subject matter [lotteries], did not infringe the right of free speech or free press guaranteed by the first amendment. . . . But insofar as some of their provision [paragraph (B) (2), (3), and (4)] go beyond the scope of Sec. 1304 of the Criminal Code, they may be considered as a form of 'censorship' and to that extent they would be in violation of the First Amendment.

"The merits of the 'giveaway' programs are not an issue in this case. They appear to be a source of amusement for many thousands of people. Even if it could be said that 'we can see nothing of any possible value to society' in these programs, 'they are as much entitled to the protection of free speech as the best of literature or music. *Winters* v. *New York*, 333 U. S. 507.

"When the radio or television audiences tire of them, they will make their exit. But the Commission cannot hurry them off by characterizing certain features of the 'giveaway' programs as lotteries, if as a matter of law they are not."

The controversial rules, which at the time of their adoption in August 1949 would have put off the air countless programs giving away hundreds of thousands of dollars in cash and merchandise each week, were suspended by the Commission, pending completion of the court

Dissent 'Significant'

FACT that Circuit Judge Charles E. Clark dissented from the majority opinion on the FCC's giveaway rules favoring the networks was considered significant by FCC General Counsel Benedict P. Cottone, when he was asked for his comments on the New York Court's decision of last Thursday.

Mr. Cottone said he could not say for certain that the three-judge decision would be appealed to the Supreme Court until after he and his staff had digested the majority opinion and dissent, and had discussed it with the FCC and the Dept. of Justice.

"There is vindication for the FCC's position in the majority opinion as well," he said. "They did uphold the right of the Commission to promulgate regulations implementing the statute [Section 1304 of the U.S. Code]. Just what this can mean in the long run I can't say until we've read the decision and discussed it with the Commission and the Justice Dept."

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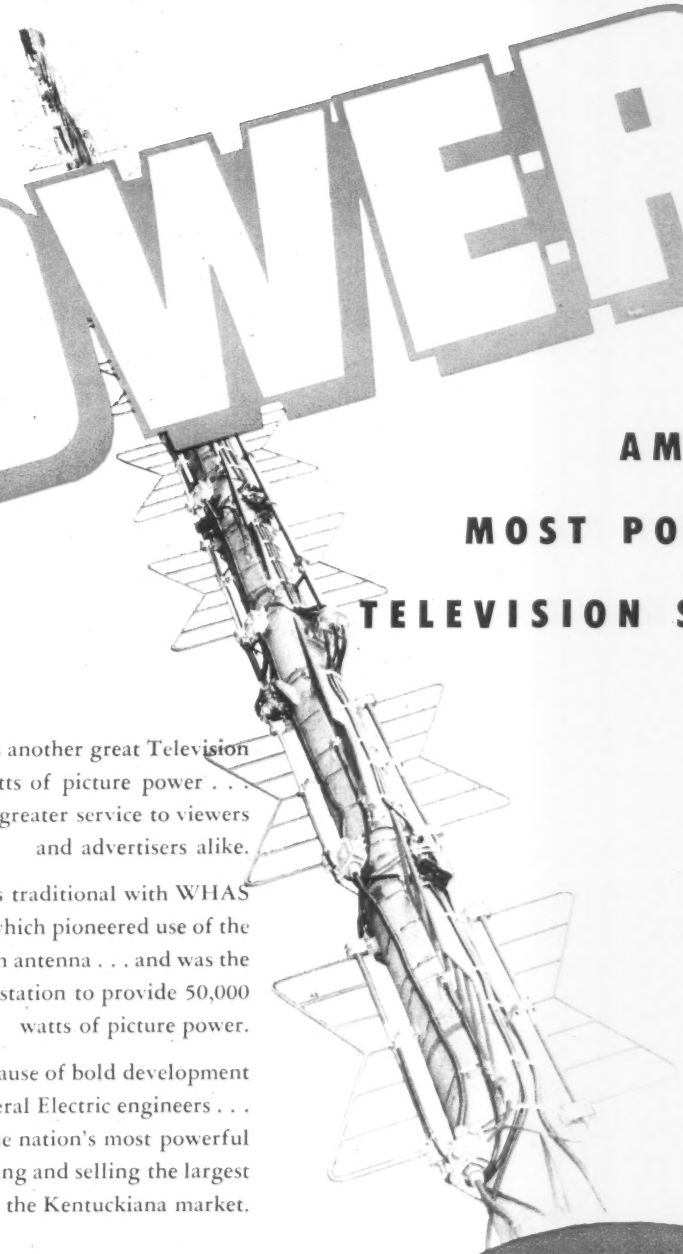

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This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

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ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
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test, shortly before their Oct. 1, 1949 effective date. This suspension followed the winning of a preliminary injunction by the networks pending the formal argument leading up to last week's decision.

In the arguments before the court in December, ABC was represented by George B. Turner of the law firm of Cravath, Swaine & Moore; CBS by Max Freund of Rosenman, Goldmark, Colin and Kaye, and NBC by Paul B. Williams of Cahill, Gordon, Zachry & Reindel, all of New York. General Counsel Benedict P. Cottone argued for the FCC.

Text of the FCC's rules is as follows—paragraphs (a) and (b) (1) were upheld by the court while subdivision (2), (3), and (4) of paragraph (b) were set aside:

Lotteries and Give-Away Programs—(a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station, will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift, enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See U.S.C. 1304.)

(b) The determination whether a particular program comes within the provisions of subsection (a) depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly, or

(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

Wisconsin News Laws

LAWS of the state affecting all newsmen as well as the press and advertising have been published in book form by the Wisconsin Daily Newspaper League, supplementing two earlier booklets on the subject. Titled "Wisconsin Laws Affecting Newspapers," the 266-page volume includes provisions for a cumulative supplement to be prepared at the close of each state legislative session by the league's counsel, W. Wade Boardman of Madison, who directed preparation of the book. Price to non-members of the League is $10.

Old Old Timer

MEMBERS of the Old Old Timer's Club, a group of ham radio operators, have elected FCC Comr. George E. Sterling as president. Mr. Sterling became a ham operator in 1908, and has the call W3DF.

COURT HEARS LBS IN NFL CASE

LBS' McLendon and WDOK's Pierce describe some intricacies of radio-TV's football coverage as government testimony is about complete. Defense takes the stand next.

EVIDENCE designed to show how radio-TV restrictions of the National Football League damaged stations and networks was introduced in U. S. District Court, Philadelphia, last week as the government neared the end of its anti-trust case against the league. The defense is planning to introduce extensive testimony this week.

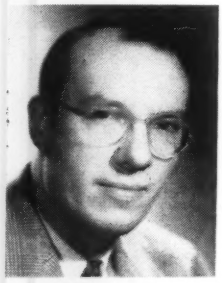
Effect of the NFL's 75-mile radius of protection for its clubs was described by witnesses last week as the government endeavored to show how the Sherman Act had been violated [B•T, Feb. 2].

Gordon McLendon, founder of Liberty Broadcasting System and executive director of KLIF Dallas, one of the last government witnesses, described his network's dealings with the league. Mr. McLendon is suing major league baseball for $12 million on the ground that restrictions against LBS baseball broadcasts had been a factor in putting LBS out of business. (See story, page 66).

Mr. McLendon

Liberty had more than 400 affiliates when it expired in May 1952, Mr. McLendon testified. The network depended mainly on sports programming, he said, particularly baseball and football play-by-play. Over weekends Liberty generally carried four college games, from 1947 to 1951, he testified. He said LBS broadcast recreated versions of professional football from 1947 through 1949, with live pickups in 1950 and 1951, all with NFL permission. He recalled only two games that were sponsored.

R. Morris Pierce, president of WDOK Cleveland, testified he had been denied permission to broadcast the Dec. 17, 1950, game. The same time Cleveland was playing New York in another playoff. The Los Angeles game was due to start after the Cleveland game ended, he said, with WDOK offering to hold up start of the Coast game in case of an overlap.



Mr. Pierce

Mr. Pierce testified the Cleveland team failed to answer two letters asking the right to carry the game, so he contacted WERE Cleveland, which had contractual rights with the club. He said he advertised in newspapers that his station would carry the game but received a telegram from Liberty saying Los Angeles refused to grant the right to carry the game unless permission came from the Browns. He said failure to broadcast the game brought a flood of phone calls to the switchboard.

The government introduced minutes of NFL proceedings designed to show relationship of club executives, teams and the commissioner's office in the alleged conspiracy. The minutes quoted Commissioner Bert Bell as saying, "I cannot approve any contract (radio or TV) in which Liberty Broadcasting Co. is involved. Liberty violated the NFL constitution by broadcasting games from Cleveland and Pittsburgh."

An excerpt from the NFL minutes quoted George Preston Marshall, owner of the Washington Redskins, as saying TV and radio rights should not be sold in opposition to sponsors. This was designed to support the claim that NFL is protecting radio and TV territories for clubs and sponsors. Another excerpt showed the Los Angeles team voted against the NFL radio-TV policy at the annual meeting in 1952.

William F. E. Long, director of statistics of Radio-Television Mfrs. Assn., presented figures showing the number of sets sold by counties in 1952. Judge Allan K. Grim warned, after Mr. Long said he could not reveal exact information sources for confidential data, that the figures might be thrown out in accordance with defense objections.

David Klein, of Pulse Inc., testified on audience and receiver data.

Lee K. Beznow, attorney and secretary of WOKY Milwaukee; Don C. Wirth, president of WNAM Neenah, Wis., and Carl Gretz, sales and advertising manager of Gretz Brewing Co., Philadelphia, testified about football broadcast restrictions. Mr. Wirth said WNAM was not allowed to carry Green Bay Packers games because it was within the 75-mile limit.

Security Probe of Radio-TV Depends on Jenner and Staff

WHETHER the Senate Internal Security subcommittee of the Senate Judiciary Committee will continue its probe of subversive infiltration of the radio, television and entertainment industry will not be known for another week or 10 days until Sen. William E. Jenner (R-Ind.), named chairman of the subcommittee last week, works out plans with his staff for the next two years.

The Senate Internal Security subcommittee during the 82d Congress looked into subversive influences in the Radio Writers Guild [B•T, Sept. 1, 1952] and on the part of some radio-TV performers [B•T, Sept. 29, 1952].

Members of the Internal Security subcommittee, appointed last week are: Sens. William E. Jenner (R-Ind.), chairman; Arthur V. Watkins (R-Utah), Robert C. Henrickson (R-N. J.), Herman Welker (R-Ida.), John M. Butler (R-Md.), Pat McCarran (D-Nev.), James O. Eastland (D-Miss.), Willis Smith (D-N. C.) and Olin D. Johnston (D-S. C.).

New to the subcommittee are Sens. Henrickson, Welker, Butler and Johnston.

Incorrect FCC Form

SOME incorrect copies of revised FCC Form 323 (Ownership Report) have been distributed inadvertently, the FCC said last week. The incorrect forms contain nine questions, of which the sixth, "Operating Policy. Personnel," was deleted as no longer necessary when the FCC revised the form Dec. 12, 1952. Broadcast licensees, permittees and others interested who are in possession of the incorrect forms should not use them or if they do use them, should ignore the question on "Operating Policy Personnel."

Advertisement

STATIONS

WEMP SETS PACE FOR MILWAUKEE MARCH OF DIMES

Strong sports programming tied to spot campaign proved to be a great success by "Cream City" independent

Highly successful triple play program policy used by WEMP paid off for the March of Dimes in Milwaukee. Adapting the music, news, sports formula to public service use is a regular practice at the Wisconsin independent, according to Lou Riepenhoff, the station's Public Service Director.

Dimes spots were used around the clock during the drive, but a highlight was a special promotion built around two sports broadcasts the same evening. On January 8th, Earl Gillespie was in Madison Square Garden to do private wire remote of Milwaukee Hawks pro basketball game. WEMP Program Director Tom Shanahan meanwhile was scheduled to follow Gillespie with a remote play-by-play of the pro Hockey benefit game at Milwaukee Arena between the Chiefs and Toledo Mercurys.

In order to tie the whole package up for March of Dimes, WEMP used (1) saturation spot schedule on day before and day of game, (2) last-minute heavy spot use by Gillespie from New York, and (3) complete March of Dimes promotion by Shanahan during the game at Milwaukee.

Result: 4,500 paid admissions at benefit game (more than double average attendance) with March of Dimes receiving the heavy proceeds. Note, WEMP is the **only station** in Milwaukee carrying any broadcasts of either pro hockey or basketball.

The personal side of WEMP's polio benefit broadcast is brought to listeners by Program Director Tom Shanahan during time-out at the Milwaukee Arena game between Milwaukee Chiefs and Toledo Mercurys. At the WEMP mike (l. to r.) are Dave Trainor, Chiefs forward, a former polio victim, holding four-year-old Mike Becker, Milwaukee youngster who recovered from polio and was chosen by March of Dimes as the symbol of hope. Chiefs' Manager Jack Stover introduces them.

Miller High Life Beer Promotes Sports All Year Play-By-Play on WEMP

Miller Brewing Co. continues year around exclusive advertising program on WEMP with play-by-play sponsorship of major league basketball—Milwaukee Hawks. Miller regularly sponsors Green Bay Packers pro football and Milwaukee Brewers baseball broadcasts, plus fat announcement schedule. Agency is Mathisson & Associates, Milwaukee.

Station Executives Praise New Broadcasting Format

"You're too modest." That was the message Hugh Boice Jr., general manager, WEMP, sent to Sol Taishoff when he had read Broadcasting Magazine editor's review of the new format.

"All of us here at WEMP are not just pleased at your re-styling, we are really enthusiastic. Congratulations are not enough, it's terrific!" added Glen D. Roberts, president.

Glen D. Roberts (right), President of Milwaukee Broadcasting Co., joins with Hugh Boice Jr., WEMP general manager, to greet the new Broadcasting • Telecasting. Both men are old-timers in field of radio with careers which parallel that of the magazine. Roberts commented, "I don't believe I've missed an issue of Broadcasting • Telecasting in 22 years. This one tops them all."

Oxydol Buys WEMP

The high-rated programs at WEMP were chosen by Oxydol to do the job in Milwaukee for the soap's current effort in the midwestern states. One minute ET's are used around the clock 22 times a week. Agency is Dancer, Fitzgerald, Sample.

WEMP

"One of America's Great Independent Radio Stations"

24 HOURS—MUSIC * NEWS * SPORTS

MILWAUKEE, WISCONSIN

1340 Kc — WEMP-FM 94.1 MC Ch. 231 Hugh Boice Jr., Gen. Manager

HEADLEY-REED NATIONAL REPRESENTATIVES

THE WHITE HOUSE

WASHINGTON

January 30, 1953.

Dear Mr. President:

My heartiest congratulations to you and your associates as you start your term of office.

May your administration be a great success and may all your troubles be light ones.

By the way, do you expect to permit radio and television to cover your inaugural ceremonies?

Sincerely,

Dwight D. Eisenhower

Mr. Theodore F. Koop,
President,
National Press Club,
National Press Club Building,
Washington, D. C.

President Eisenhower's letter sent to Theodore F. Koop, CBS Washington, on occasion of Mr. Koop's inauguration as president of the National Press Club.

Fate of $8 Million for FCC Up to Senate, House Groups

FATE of the budget request of $8 million for the FCC—submitted to Congress by President Truman last month [B•T, Jan. 12]—will be determined by members of the House and Senate Appropriations Committees, and more directly by the Independent Offices subcommittees of both Houses.

$1.5 Million More

The $8 million request for the FCC, $1.5 million more than the Commission got for fiscal 1953, includes an additional $500,000 for broadcast activities. Last year the Commission got $1.1 million for broadcast activities.

The House originates appropriations bills. Here are members of the House Appropriations group's Independent Offices subcommittee which has a hand in determining how much money the FCC gets for fiscal 1954:

Reps. John Phillips (R-Calif.), chairman; Norris Cotton (R-N. H.), Charles R. Jonas (R-N. C.), Otto Krueger (R-N. D.), Albert Thomas (D-Tex.), George W. Andrews (D-Ala.) and Sidney R. Yates (D-Ill.).

House members of the State, Justice and Commerce subcommittee, which handles Voice of America appropriations—President Truman asked for almost $50 million for VOA activities in fiscal 1954 (see story this issue)—are:

Reps. Cliff Clevenger (R-Ohio), chairman; Frederic R. Coudert (R-N. Y.), Frank T. Bow (R-Ohio), Sam Coon (R-Ore.), John J. Rooney (D-N. Y.), Prince H. Preston Jr. (D-Ga.) and Robert L. F. Sikes (D-Fla.).

In the Senate, the following are members of the Independent Offices subcommittee of the Appropriations Committee:

Sens. Leverett Saltonstall (R-Mass.), chairman; Styles Bridges (R-Me.), Homer Ferguson (R-Mich.), Guy Cordon (R-Ore.), Edward J. Thye (R-Minn.), Joseph R. McCarthy (R-Wis.), Henry C. Dworshak (R-Idaho), Everett McK. Dirksen (R-Ill.), Burnet R. Maybank (D-S. C.), Lister Hill (D-Ala.), Allen J. Ellender Sr., (D-La.), A. Willis Robertson (D-Va.), Harley M. Kilgore (D-W. Va.) and Warren G. Magnuson (D-Wash.).

State, Justice and Commerce subcommittee:

Sens. Styles Bridges (R-N. H.), chairman; Leverett Saltonstall (R-Mass.), Homer Ferguson (R-Mich.), Joseph R. McCarthy (R-Wis.), William F. Knowland (R-Calif.), Karl E. Mundt (R-S. D.), Margaret Chase Smith (R-Me.), Everett McK. Dirksen (R-Ill.), Pat McCarran (D-Nev.), Allen J. Ellender Sr. (D-La.), Lister Hill (D-Ala.), Harley M. Kilgore (D-W. Va.), John L. McClellan (D-Ark.) and Warren G. Magnuson (D-Wash.).

MOVIE TV HEARING IS HELD UP

Theatre-TV hearings will continue on schedule after motion picture interests answer eight questions posed by FCC.

THEATRE-TV hearings are scheduled to mark time today and tomorrow while counsel for motion picture interests answer a list of eight FCC questions propounded two weeks ago by the Commission [B•T, Feb. 2].

The questions call for more explicit explanations of the reasons why theatre-TV proponents require exclusive microwave frequencies, and what criteria should be set up for operating such wave-lengths, should the FCC agree. (For full text of FCC questions, see FOR THE RECORD, page 92.)

At the end of last week's testimony, the Commissioners ruled they would consider the answers given by theatre-TV counsel before ordering continuance of the proceedings.

Theatre-TV hearings began last October, ran for two weeks and were resumed Jan. 26. At issue is the request of motion picture interests for exclusive theatre-TV frequencies in the 5925 to 6875 mc portion of the spectrum, with (1) video channels 10 mc wide, (2) radio frequency channels 30 mc wide, (3) two channels for a single system and (4) six systems in order to insure effective competition [B•T, Oct. 27, 1952].

American Telephone & Telegraph Co., major opponent to the exclusive frequency allocations, presented three witnesses to FCC last week to support the contention that the firm could now and in the future meet the needs of theatre-TV. Their arguments centered around (1) facilities presently available, (2) research completed and under way in transmission equipment and methods, and (3) cost data for a New York to Washington transmission system.

F. A. Cowan, engineering staff manager of the Long Lines department, testified as to the existing and planned inter-city transmission facilities of the Bell System, and presented the cost data figures.

Second witness for AT&T was F. M. Ryan, radio engineer, Dept. of Operations and Engineering. His testimony related to the research and development projects of the Bell System in broadcast transmission.

Final witness for AT&T was William H. Doherty, director of research in electrical communication, Bell Telephone Labs. He discussed specific development, i.e., coaxial cable, transistor and other vacuum tubes in relay systems, which were intended to show the importance of Bell System's research to communications systems of the future. His remarks were not confined strictly to application of these developments to theatre-TV.

Winding up the technical and accounting direct testimony last Tuesday, RCA, Western Union and the American Petroleum Institute presented witnesses to support their protests against exclusive allocations.

RCA, protesting the application, presented George L. Beers, assistant director of engineering, who testified that an 8 mc band-width would be sufficient for transmission of pictures which would meet specifications set forth by the proponents.

The American Petroleum Institute presented as its witness A. Earl Cullum, radio consultant engineer from Dallas. Mr. Cullum's testimony alleged that allocation in the industrial frequencies is not necessary for transmission of theatre-TV programs.

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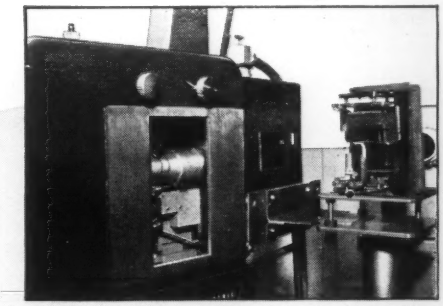
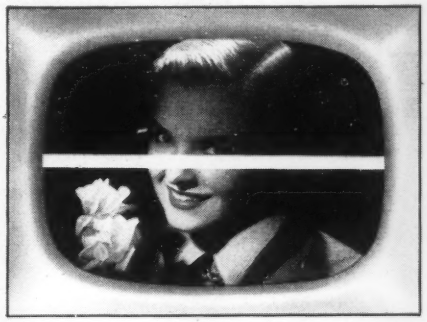
Super-Positions



• You get higher quality results from any film used—even high density film. Iconoscope tubes respond more favorably to a Synchro-Lite source than to standard incandescent sources.



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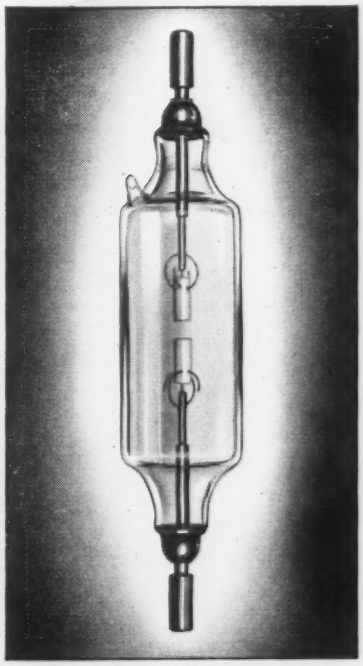

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Now your commercial possibilities become unlimited—with a G-E Synchro-Lite Projector. For the first time you can superpose local film on remote presentations. Here's the only TV projector that can be slaved to a network or a remote source assuring smooth, continuous programming of a quality never before attainable! A touch of a button brings the film to a standstill within a second. Preview on the monitor any single frame of the film—from start to finish—without scorching or burning. Another touch and film starts. These days, when so much of your money-making commercial and regular programming depends on film, get the utmost in projector performance—insist on a G-E Synchro-Lite Projector. Write for complete information: *General Electric Company, Section 223-9, Electronics Park, Syracuse, N. Y.*

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Nobody here but KDUB-TV

Here are 317,700 potential customers! . . . a trade area containing 10,000 producing oil wells and harvesting 11% of the nation's cotton!

LUBBOCK, TEXAS

KDUB-TV, LUBBOCK, TEXAS – FIRST OPERATING STATION IN WEST TEXAS! Here is your South Plains market – signed, sealed and channeled.

W. D. "DUB" ROGERS—President
MIKE SHAPIRO—Commercial Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL

AVERY KNODEL, Inc
National Representative

AFFILIATES: DuMont CBS Paramount

ABC-UPT MERGER APPROVAL IMMINENT

Six-to-one FCC lineup seen in favor of ABC-UPT merger, but Commissioners are more divided on question of whether Paramount Pictures controls Allen B. DuMont Labs. and whether transfers of control of KTLA (TV) Los Angeles and WBKB (TV) Chicago would be voluntary.

ENMESHED in the intricacies of subsidiary facets of the ABC-United Paramount Theatres Inc. merger case, the FCC last week devoted two full days to discussions and is scheduled to make a final decision at any moment.

Holding up the conclusion of the 18 month-old case, it was understood, was the question of (1) Paramount Pictures control of Allen B. DuMont Labs., and (2) whether the transfers of control of KTLA (TV) Los Angeles and WBKB (TV) Chicago were voluntary or involuntary [B•T, Feb. 2].

Also understood to be a factor causing some delay is the question of Zenith Radio Corp.'s petition. Firm seeks Ch. 2 in Chicago. WBKB (TV) is slated to move from Ch. 4 to Ch. 2 under FCC's Sixth Report and Order.

The lineup of the FCC on the merger approval is still six commissioners in favor and one (Comr. Frieda B. Hennock) opposed, it was believed.

As far as could be learned, Comrs. Edward M. Webster and Eugene H. Merrill were inclined to go along with Miss Hennock in opposition to Hearing Examiner Leo Resnick's initial decision finding that Paramount Pictures does not control DuMont by virtue of 25% stock ownership and that the transfers were of involuntary nature, because of the 1949 Consent Decree [B•T, Nov. 17, 1952].

Walker's Position

Key to whether that opposition will become the majority opinion apparently lies with Chairman Paul A. Walker. Best information late Thursday was that he had not switched his views conforming to the hearing examiner's decision.

Comr. Hennock's voluminous dissent was said to be mainly an attack on the alleged monopoly aspects of the merger and also in opposition to clearing Paramount Pictures and DuMont of interrelated ownership and permitting the transfers of control to be tabbed involuntary.

Miss Hennock's dissent to approval of the merger was believed to run along these lines:

● A radio-TV network and 600-theatre chain merger is against the public interest.

● Although the theatre chain ostensibly is separated from its parent Paramount Pictures, in actuality there is an overlap of stockholders. Therefore, Paramount Pictures must be considered a party to the merger.

● Paramount Pictures is in the business of producing films for competing media, theatres and TV.

● Paramount Pictures is in the TV network business (KTLA syndicates some of its shows on kinescope to other TV stations and Paramount Pictures "controls" DuMont, which also is a TV network).

● Paramount Pictures also has its fingers in the theatre-TV business through its development of large-screen TV-on-film apparatus and is interested in subscription-TV through half-ownership of International Telemeter Corp. Theatre-TV and subscription-TV are competing forms of television and also conflict with home-TV.

● Lastly, Paramount Pictures' anti-trust history disqualifies it as a broadcast licensee. This history reflects on the management of UPT, because its officers were responsible executives of Paramount Pictures before that company was divided into a producing unit and a theatre-owning group.

Meanwhile, all remained quiet on Capitol Hill where Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate and Foreign Commerce Committee, announced his displeasure with the merger last month [B•T, Jan. 12]. A few weeks ago he introduced a bill to forbid the FCC from granting licenses to applicants who have been convicted of anti-trust violations, unless none were on the record for the five years preceding the filing of the application [B•T, Jan. 26]. Comments on the bill have been requested of the FCC.

Court and Hill Action Seen in Baseball TV Hassle

IRKSOME question of major league baseball telecasts last week produced veiled reports of possible federal legislation to halt TV's growth in minor league territories and court action by a major league club owner seeking a portion of a home club's TV fees.

The possibility of congressional action was advanced by Sen. Edwin C. Johnson (D-Col.), president of the Western League and an outspoken critic of the major leagues' baseball policies. Sen. Johnson sounded a warning to the minor leagues to be on guard against "invasion by major league television" during a talk at the annual dinner of the New York chapter of the Baseball Writers Assn. of America in New York Feb. 1. In a news conference after his speech he was quoted by the *New York Times* as saying: "I am playing around with legislation which may be brought before the Senate."

In reply to Sen. Johnson's remarks, Walter O'Malley, president of the Brooklyn Dodgers, said:

"Baseball will take care of the radio and TV problem itself. We have a committee that is very much concerned with the problem and I am sure that it will come up with the solution before the next season is over."

Mr. O'Malley apparently was referring to a six-man committee set up by Commissioner Ford Frick to study the effects of major league baseball TV on minor league game attendance. The committee announced a short time ago that it will undertake a survey of the problem and make its findings public at the time of the All-Star game in Boston on July 14 [B•T, Feb. 2].

Threat of court action was indicated by Bill Veeck, owner of the St. Louis Browns, and is said to be directed against the New York Yankees, Cleveland Indians and Boston Red Sox, who have large-size TV commitments. Mr. Veeck tried unsuccessfully at recent major league baseball meetings to adopt rulings permitting visiting clubs to share in TV home club receipts.

Mr. Veeck charged last week that as a result of his insistence upon TV fees the Yankees, Red Sox and Indians "have ganged up on me" and deprived the Browns of night dates in their respective parks.

FASTER HEARINGS ARE SEEN FOR NEW STATIONS UNDER CHANGED RULES

FASTER, simpler hearings for new TV and other broadcast stations are foreseen by FCC through changes in rules and procedures adopted last week.

Effective immediately, the changes made by the Commission:

- Require all competing applications for the same facility to be on file at least 30 days (previously 20 days) prior to the start of the scheduled hearing. This applies to broadcast and nonbroadcast bids alike.
- Specify that a hearing shall begin with a formal hearing conference by the hearing examiner, or other presiding officer, and representatives of all parties to the proceeding. These include FCC's Broadcast Bureau as well as counsel for the applicants.
- Direct all parties at the formal hearing conference to state the contentions upon which they will rely in attempting to establish that they should be preferred over their competitors.
- Require the examiner to prepare an order setting forth such contentions, to which the parties will be limited during the hearing unless the order is subsequently modified for "good cause."

Other changes pertinent specifically to television include provision that applications will be processed first by FCC to establish basic legal, technical and financial qualifications and then set for hearing. The proceeding thereby would be cut to the following three general issues:

(1) The background and experience of each applicant having a bearing on his ability to own and operate the proposed television station.

(2) The proposals of each applicant with respect to the management and operation of the proposed station.

(3) The program service proposed by each applicant.

A possible additional issue would pertain to whether or not the proposed installation would constitute a hazard to air navigation should the air space subcommittee not already have given clearance. Other possible issues might pertain to significant engineering, legal or financial differences or similar matters. These would be the kind of problems to be worked out by the parties and the hearing examiner at the formal hearing conference.

FCC explained the changes will not affect hearing already underway or formally designated on or before Feb. 4, but applicants slated for hearings on which no formal orders have been issued will be subject to the new procedures. Applicants notified by McFarland letters, but not formally set for hearing, come under the new rules, it was explained.

Since last Oct. 15, the Commission pursuant to its temporary expediting procedure has been passing over mutually exclusive or contested TV applications in order to speed up processing and granting of uncontested bids, particularly in areas which have no TV service. However, it is understood a new group of contested bids has been readied and will be set for hearing under the new rules soon.

The hearing procedure and rules changes represent weeks of work by FCC Vice Chairman Rosel H. Hyde and a working committee of Commission representatives and members of the Federal Communications Bar Assn. The group is continuing its study of needed legal procedural changes and next is expected to tackle the problems of hearing continuances and amendments of applications.

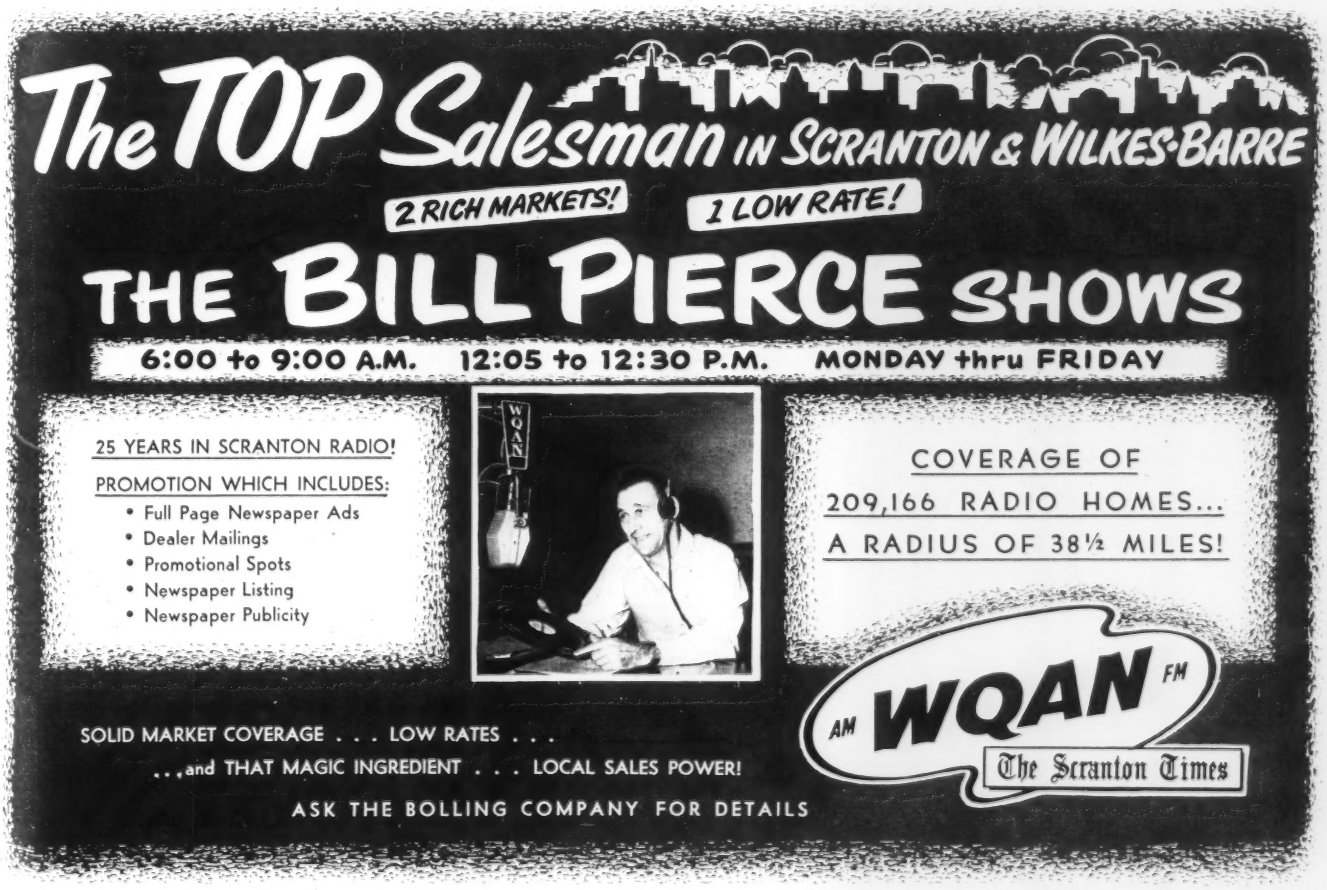
Comr. Hyde was to relate details of the rules changes before a luncheon meeting of the FCBA on Friday.

The change of the 20-day rule to 30 days, FCC said, was necessitated by amendment of the Communications Act by the MacFarland Act. The Commission observed that under the old 20-day limit, there was insufficient time to send applicants a MacFarland letter and then to commence the hearing on the scheduled date.

The MacFarland letter notifies an applicant he is to be set for hearing and gives him 30 day to reply, possibly suggesting to the Commission changes in his proposal which might do away with the need for hearing.

Heretofore, in several instances, there have been legal disputes as to when a hearing actually began. In some TV proceedings, FCC designated hearings for all channels in a given city to begin before an examiner on the same date. On that date, the examiner would "open the record" of all the cases, then recess all but one until later dates. The one not recessed would then be heard in full for several weeks, followed in turn by the others.

This confusion as to commencement, FCC believes, now is settled through the designation of the formal hearing conference. The 30-day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Here's WKNA's half-millivolt area alone:

TOTAL POPULATION 671,178

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RETAIL SALES $407,643,000

FOOD SALES $ 86,621,000

GENERAL MERCHANDISE SALES $ 57,711,000

FURNITURE & HOUSEHOLD GOODS SALES $ 22,968,000

EFFECTIVE BUYING INCOME $730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.

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rule would be counted back from this date. Should the conference be postponed, the last date specified will count, FCC explained.

At the formal hearing conference, the parties will note their appearances, enter into stipulations, clarify issues and work out other mutual problems. Following identification of all parties to the proceeding, the applicants must present the contentions on which each will base his case.

There is no change in the privilege of the parties and the examiner to call a "pre-hearing" conference as provided still in the rules.

Simplification of the TV hearing orders includes omission of an issue relating to differences in coverage resulting from operation as proposed in the applications. FCC observed that it would add such an issue only if it determined this comparison was required after it reviewed the applications or the petitions of the parties following designation for hearing.

The rules changes follow:

(1) Section 1.387 is amended as follows:

Delete present subparagraph (b)(3) and substitute following:

(3) Any person who, prior to the time the application in question was designated for hearing, had filed with the Commission a mutually exclusive application. Any application that is mutually exclusive with another application or applications already designated for hearing will be consolidated for hearing with such other application or applications only if the application in question is filed at least 30 days before the date on which the hearing on the prior application or applications is scheduled. If the scheduled date is changed, the date last set shall govern in determining the timeliness of an application for purposes of this paragraph. If the application is filed after the 30-day period, it will be dismissed without prejudice and will be eligible for refiling only after a decision is rendered by the Commission with respect to the application or applications designated for hearing or after such applications are dismissed or removed from hearing.

(2) Section 1.724(b) is amended as follows:

Any application that is mutually exclusive with another application or applications already designated for hearing will be consolidated for hearing with such other application or applications only if the application in question is filed at least 30 days before the date on which the hearing on the prior application or applications is scheduled. If the scheduled date is changed, the date last set shall govern in determining the timeliness of an application for purposes of this paragraph.

(3) Section 1.841 is changed to Section 1.840 with no change in text.

(4) A new Section 1.841 is added as follows:

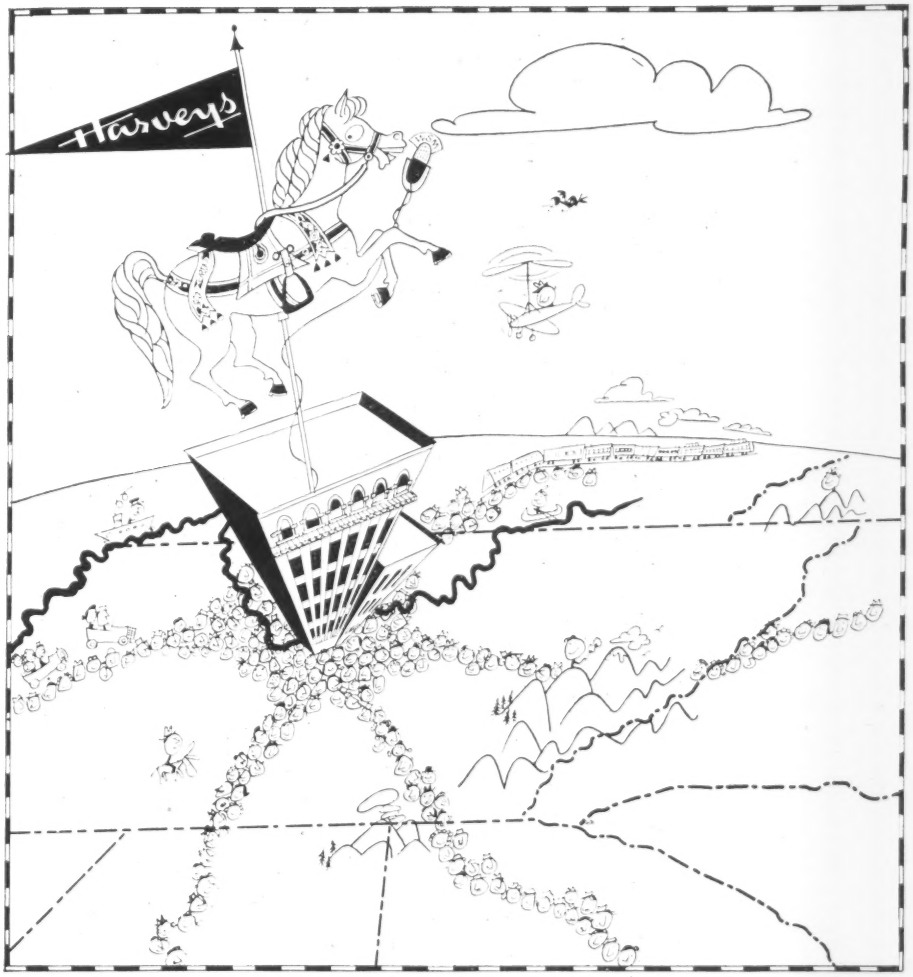
Sec. 1.841 *Commencement of hearing procedure in cases involving broadcast applications.*[1]

(a) Except for good cause found in advance by the Hearing Examiner, all broadcast hearings will commence with a conference between the Hearing Examiner, or other presiding officer, and representatives of all parties to the proceeding looking toward agreement on all matters raised with respect to the conduct of the hearing. At this conference, the parties, including Commission counsel should be prepared to discuss (1) the matters relied upon by each of the parties, (2) possibilities of agreement to clarify the issues to be tried in the hearing, (3) admissions of fact and of documents which will avoid unnecessary proof, (4) the need or desirability of obtaining proof by depositions, (5) limitations upon merely cumulative proof, (6) the need for additional conferences, (7) date for commencing the taking of testimony and (8) such other matters as may aid the disposition of the hearing.

(b) The Hearing Examiner, or other presiding officer, shall issue an order which recites the action taken at the conference; the date of any additional conference or the date for taking of testimony which, in the absence of agreement otherwise, should not be later than 30 days after the issuance of such order if circumstances will permit; the matters relied upon by each of the parties; agreements made by the parties as to (1) admissions of fact and documents, and (2) limitations of proof and other matters; and such order when issued shall control the subsequent course of the hearing unless modified by the Hearing Examiner for cause during the course of the hearing or by the Commission upon a review of the Hearing Examiner's ruling. Proof at the hearing will be adduced only in respect of the matters relied upon by each of the parties, including Commission counsel, set out in such order.

(c) The scheduled date of hearing referred to in Sections 1.387(b)(3) and 1.724(b) shall be the date the conference is commenced pursuant to the provisions of this section. The procedure specified above does not affect the opportunity for prehearing conference as provided in Section 1.813.

[1] This section applies only to broadcast applications designated for hearing after February 4, 1953.



How Harveys built a market twelve times the size of Nashville . . .

Ten years ago Harveys was a department store with a piddling 40 feet front on Nashville's Church Street and a paltry half million annual volume. Today Harveys stretches 300 feet to fill most of a block, does a million a month.

How did it happen? Here's what Fred Harvey, president of Harveys, has to say: "Casting aside the horse and buggy concept of what a Retail Trading Zone should be, we went after an area twelve times the size of Nashville. We talked to this area over WSM, the one medium capable of converting geography into a market. We could have bought other stations cheaper, but we wanted results and that's what WSM delivered, and continues to deliver."

The fact that the phrase "It's Fun To Shop At Harveys" is heard all over the Central South . . . the fact that people come from all over to see and buy at fabulous Harveys . . . is ample evidence that WSM delivers at the retail level, too.

For the full Harveys story, ask Irving Waugh or any Petry man.
It's an eye-opener.

WSM *Nashville*
Clear Channel • 50,000 Watts

IRVING WAUGH *Commercial Manager* • EDWARD PETRY & CO. *National Representative*

FCC GRANT OF VHF CH. 7 IS PROPOSED FOR KLZ DENVER

Hearing Examiner Cunningham finds KLZ "superior" to Denver Television Co., owned by the Wolfberg theatre interests, in the first TV hearing initial decision since 1948. The Wolfberg firm has 40 days to file objections, but officers late last week had no definite plan.

FIRST TV hearing initial decision since 1948 was issued last week when FCC Hearing Examiner James D. Cunningham proposed to grant Ch. 7 to Denver's KLZ.

The grant, for 316 kw, is effective within 40 days of Feb. 2, unless exceptions are taken by unsuccessful Denver Television Co. (Wolfberg theatre interests). As of late last week, Denver Television had not made up its mind about filing exceptions. If exceptions are filed and oral argument before the full Commission is requested, final decision may be put off for longer than the 40 days allowed.

Basis for favoring the CBS affiliate over non-broadcaster Denver Television, according to Examiner Cunningham's 60-page initial decision, was:

(1) Local residence of stockholders.

(2) Participation of directors in community activities.

(3) Integration of ownership and management.

In addition, Examiner Cunningham held that there was insufficient evidence in the record to determine whether there was any conflict between broadcasting and motion picture exhibition. Nor did he find sufficient basis for determining that movie exhibitors were less qualified than non-exhibitors to become licensees.

Since both applicants were motion picture exhibitors, this question did not loom as large as it may in other hearings where one but not both applicants are theatre owners.

Diversification Not Factor

In another key contention held by Denver Television—that a non-broadcaster should be chosen over a broadcaster in order to maintain diversification of the ownership of the media of mass communication—Examiner Cunningham declared that he could not find such a policy enunciated by the Commission, except in cases where an applicant was newspaper owned.

Mr. Cunningham also declared that had the Commission desired that diversification be considered in choosing between the two Denver applicants, it would have made that point one of the issues in the case. Since it had not done so, Mr. Cunningham stated that the Commission apparently did not consider this point as significant in choosing one applicant over another.

Question whether CBS affiliation contract with KLZ—which contained a first refusal clause regarding TV affiliation—was in conflict with Section 3.658 (a) and (c) was determined in the negative by Examiner Cunningham. He called Denver Television's contention that the CBS clause violated the regulation a "strained interpretation."

Anti-trust violations which were imputed as disqualifying to several principals of both applicants were dismissed by the hearing examiner on the ground that all related to events more than three years old.

In connection with the criteria enunciated by Examiner Cunningham for finding which of the applicants was best qualified, the examiner found KLZ the "superior" applicant. He pointed out that 36 of the 43 KLZ stockholders, holding 58% of the stock, resided in Denver; that one of the five KLZ directors had lived in Denver for more than 60 years, another for 34 years and a third for 12 years. He called the public service record of KLZ directors "outstanding." He also was impressed with the broadcasting achievements of KLZ during its 30 years of operation in Denver.

[For complete text of Examiner Cunningham's conclusions, see FOR THE RECORD, page 92.]

Nationwide expressions of congratulations were received by KLZ Denver within 24 hours after the FCC initial decision. It was topped with a wire from Colorado Gov. Dan Thornton. Hugh B. Terry, president of company, reported.

In a statement issued by Mr. Terry, he pointed out that KLZ already owns its transmitter site atop Lookout Mt., and has leased a 34,000 sq. ft. building in downtown Denver for studios. KLZ is ready to commence construction immediately upon the issuance of a CP, Mr. Terry said, warning, however, that should Denver Television file exceptions and request oral argument KLZ cannot begin building until the FCC comes out with a final decision.

Mr. Terry

The examiner's proposed decision culminated more than 4½ years of planning and training for TV, Mr. Terry pointed out. He referred to staff training utilizing $100,000 worth of RCA video equipment which KLZ has engaged in for the past year in conjunction with the U. of Denver, as well as public closed circuit showings of national events and "clinics."

Ike Readies Details of AM-TV Appearances

FORMAT for radio-TV contact between President Eisenhower and the public is being worked out but is not yet ready, James C. Hagerty, secretary to the President, said Wednesday in an address to the Washington professional chapter of Sigma Delta Chi, journalistic fraternity.

"I'm sure that we can work it out," he added. Mr. Hagerty had outlined Jan. 21 the policies to be followed in news conferences [B•T, Jan. 26].

Three national fellowships were awarded at the fraternity dinner, held at the National Press Club. They went to James Soule Pope, executive editor, *Louisville Courier-Journal* and *Times*; James B. Reston, diplomatic correspondent, *New York Times*, and Louis B. Seltzer, editor, *Cleveland Press*.

Griffing Bancroft, president of the Washington chapter, presided.

Mr. Hagerty in effect conceded the rising place radio and TV are attaining in the news field by describing himself as "news secretary to the President."

At his Thursday morning news conference Mr. Hagerty said the President would likely hold his first session with newsmen sometime this week, possibly Thursday.

FCC Grants Two AM, Two FM

TWO construction permits for new AM stations and two for FM were granted by FCC last Thursday:

Eastland, Tex. — Tri-Cities Bcstg. Co. of Eastland County. Granted CP for a new AM station to operate on 1590 kc, 500 w day; engineering condition (BP-8575).

Russellville, Ky. — South Kentucky Bcstg. Co. Granted CP for a new AM station to operate on 800 kc, 1 kw, daytime only; engineering condition (BP-8533).

Talladega, Ala. — Voice of Talladega Inc. Granted CP for new Class B FM station to operate on Ch. 246; ERP 9.2 kw; 210 ft. antenna; engineering condition (BPH-1819).

Nashville, Tenn. — Nashville Bcstg. Co. Inc. Granted CP for new Class B FM station to operate on Ch. 290; ERP 3.6 kw; 47 ft. antenna; engineering condition (BPH-1822).

FCC BITES INTO APPLICATION LOAD

FCC grants 10 more permits for TV operation, bringing total number of stations authorized to 338.

FOREST of TV applications, which confronted FCC last July now is starting to thin out as the Commission reaches smaller cities on its priority list of communities with no television service.

Among the eight uhf and two vhf grants made by FCC last week were four permits to cities in the Group A-2 priority list (no television service): Billings, Mont., No. 152; Texarkana, Tex., No. 208; Longview, Tex., No. 210, and Ashtabula, Ohio, No. 214.

Six grants were to Group B cities which now have TV service: Lansing, Mich., No. 147; Clayton, Mo. (Greater St. Louis), No. 179; Winston-Salem, N. C., No. 175; Milwaukee, No. 182, and Hampton-Newport News (Norfolk), Va., No. 189.

Total number of TV stations authorized now stands at 338, but 14 of these are for noncommercial, educational stations. Nearly a dozen of the noncommercial outlets still report no funds with which to buy equipment and commence construction.

Number of vhf grants since the lifting of the freeze totals 68, of which two are for noncommercial, educational stations. Uhf grants total 162, of which 12 are for noncommercial, educational stations.

Grants made last Thursday were:

Billings, Mont. (City priority Group A-2, No. 152)—The Montana Network (KOOK), granted construction permit for vhf Channel 2, effective radiated power 17.5 kw visual and 8.8 kw aural, antenna height above average terrain 440 ft.

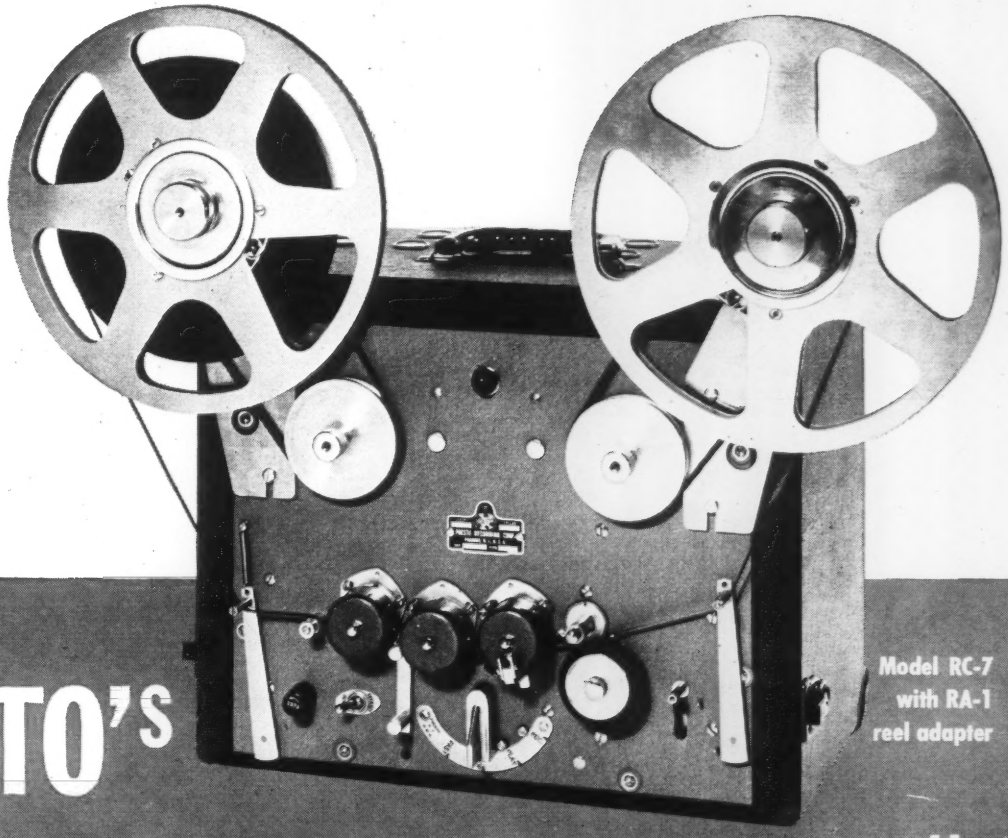
Texarkana, Tex. (Group A-2, No. 208)—KCMC Inc. (KCMC), granted vhf Ch. 6, ERP 18.5 kw visual and 9.4 kw aural, antenna 400 ft. (Comr. Frieda B. Hennock did not participate in voting on grant.)

Longview, Tex. (Group A-2, No. 210)—East Texas Television Co. (Henry Radio & Appliance Store), granted uhf Ch. 32, ERP 20 kw visual and 11 kw aural, antenna 290 ft.

Ashtabula, Ohio (Group A-2, No. 214)—WICA Inc. (WICA), granted uhf Ch. 15, ERP 19 kw visual and 10 kw aural, antenna 330 ft.

Lansing, Mich. (Group B-2, No. 147)—Lansing Broadcasting Co. (WILS), granted uhf Ch. 54, ERP 25.5 kw visual and 13 kw aural, antenna 370 ft.

Clayton (St. Louis suburb), Mo. (Group B-4,



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The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
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- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
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No. 179) — The Lutheran Church — Missouri Synod (KFUO), granted uhf Ch. 30, ERP 175 kw visual and 91 kw aural, antenna 580 ft.

Winston-Salem, N. C. (Group B-3, No. 175)— Winston-Salem Broadcasting Co. (WTOB), granted uhf Ch. 26, ERP 200 kw visual and 100 kw aural, antenna 360 ft.

Milwaukee, Wis. (Group B-4, No. 182)—Midwest Broadcasting Co. (WCAN), granted uhf Ch. 25, ERP 105 kw visual, 56 kw aural, antenna 420 ft.

Hampton (Norfolk, Portsmouth and Newport News area), Va. (Group B-4, No. 189)—Peninsula Broadcasting Corp. (WVEC), granted uhf Ch. 15, ERP 220 kw visual and 110 kw aural, antenna 480 ft. (Construction not to be commenced until application to modify WVEC (AM) antenna is granted.)

Newport News (Norfolk, Portsmouth and Hampton area), Va. (Group B-4, No. 189)— Eastern Broadcasting Corp. (WHYU), granted uhf Ch. 33, ERP 20.5 kw visual and 11 kw aural, antenna 310 ft.

FCC Grants Consent To Six Station Transfers

CONSENT was granted by FCC last week for six station transfers, including the sale of WNAO-AM-FM Raleigh by the Raleigh *News & Observer* for $250,000 to Sir Walter Television Co., newly approved permittee of WETV (TV) there, uhf Ch. 28 outlet.

Transfers approved included:

WETV (TV) Raleigh, N. C.—Granted assignment of construction permit from Sir Walter Bestg. and Television Co. to new firm Sir Walter Television Co. Assignor was a partnership of John W. English, James R. McBrier, John J. Boland and James B. Donovan which gained permission to form a new corporation with Mrs. Lydia McBrier Jarecki and Mrs. John D. Jarecki each purchasing $50,000 of stock. Messrs. McBrier and Boland each have 14.8% interest in Erie Television Corp., applicant for new TV station in Erie [TV APPLICATIONS, B•T, July 21]; and each have ⅓ interest in Capitol Television and Bestg. Co., permittee for KHTV (TV) Baton Rouge, La., new grantee of uhf Ch. 40.

WNAO-AM-FM Raleigh, N. C.—Granted assignment of license from News & Observer Pub. Co. to newly formed Sir Walter Television Co. Principals include president and treasurer John W. English, vice president and secretary James R. McBrier, and directors John J. Boland, James B. Donovan, Mrs. Lydia McBrier Jarecki and Mrs. John D. Jarecki. Consideration of sale was $250,000.

KRSC Seattle, Wash.—Granted consent to assignment of license from J. Elroy McCaw to Washington Telecasters Inc. for $229,500. Principals include Jessica L. Longston (51%), general partner in Bellingham Telecasters (KPUG Bellingham), president and 50% owner of KPUG, 56% owner of KSEM Moses Lake, Wash., president and 86% owner of KBIO Burley, Idaho, and president and 67% owner of KAVR Havre, Mont.; C. V. Zaser (35%), vice president and 25% owner of KPUG, KSEM, and KAVR; and Robert Pollock (14%), general manager of KPUG, KSEM and KBIO.

KHIT Lampasas, Tex.—Granted renewal of license and consent to transfer control from Lee H. Gripon, Ryan M. Howard, Kyle Smith, W. M. Brook and Harold Bakke to James E. Nugent, Albert F. Mason and Dean Turner; involves stock transfer for $4.

KARM-AM-FM Fresno, Calif.—KARM, The George Harm Station. Granted consent to Clyde F. Coombs to acquire negative control (50%) of outstanding stock from Hattie Harm; consideration $59,581.89.

KVVC Ventura, Calif.—The Voice of Ventura County. Granted consent to involuntary assignment of license to The Voice of Ventura County, Debtor in Possession.

FOUR VICE PRESIDENCIES CREATED IN NARTB STAFF REORGANIZATION

NARTB joint radio-TV board at mid-winter Florida meeting realigns top level staff organization, giving department heads contracts coincident to that of President Fellows; the joint group approves a new high budget of $735,000 for the 1953-54 fiscal year and changes staff "directors" to "managers."

TOP LEVEL staff reorganization, including the creation of four vice presidencies, was approved last Friday by the joint radio and television boards of NARTB at their mid-winter meeting at Belleair, Fla. The actions, highlighting an optimistic meeting, were taken upon recommendation of President Harold E. Fellows.

Appointed to the new positions, under three-year contracts to expire in March 1956, were:

Robert K. Richards, assistant to the president and director of public affairs, who immediately becomes administrative vice president and second in command.

Richard P. Doherty, former director of employe-employer relations, becomes staff vice president with emphasis on employe-employer relations.

Ralph W. Hardy, heretofore director of government relations, becomes staff vice president and will specialize in government relations.

Thad H. Brown, who has been director of television and counsel to the television board, becomes vice president and counsel in charge of television affairs. He previously had been under contract, which continues until April 1954.

Some question was raised regarding contracts for staff executives at the radio board meeting Thursday but this was dispelled when President Fellows emphasized the need for continuity in office and for security of key staff members. Questions were raised as to the desirability of and the need for contracts by several members.

Arney's Contract

Also retained under a new three-year contract is C. E. Arney Jr., secretary-treasurer, who heretofore has been elected for successive one-year terms by the board.

Thus, all department heads will be under contract to expire coincident with the expiration of President Fellows' five-year agreement, which runs until March 1956.

Except for Mr. Fellows, whose salary scales up to $50,000 per year, the other staff executives draw between $18,000 and $22,500 but provision is made for annual fixed increases for the duration of the three-year tenures.

Unaffected in the realignment are the three NARTB officers: Judge Justin Miller, who continues as chairman of the board and general counsel of the association; and Messrs. Fellows and Arney. Also reporting directly to President Fellows is Edward H. Bronson, director of television code affairs.

The Television Board at its Wednesday night meeting voted a contribution of not more than $3,000 to the All-Industry Tax Committee which has been dealing with excess profits tax problems.

A survey into prospective need for television sales promotion on an industry-wide basis was outlined to the television board by Mr. Richards. Based upon interviews with promotion executives of the various networks, the report stated that groundwork should be laid for some type of industry sales promotion effort but that no actual project should be launched at this time. The next step, the report stated, is to sound out opinion at the local level and to build up a ready reference of available material.

Rotation System

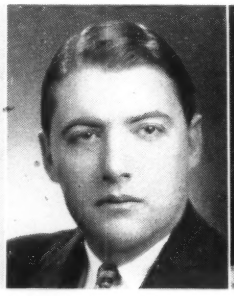
The TV board also approved a new rotation system for election of directors so that five directors will retire from office in the even numbered years and four directors in the odd numbered years. The four directors whose terms expire at the forthcoming April convention are William Fay, WHAM-TV Rochester; Campbell Arnoux, WTAR-TV Norfolk; Henry W. Slavick, WMCT (TV) Memphis; Ken Carter, WAAM (TV) Baltimore. Their successors, to be elected at the convention, will be named for two-year terms, three of whom will come from non-television only stations and the other from a television only station.

The radio board at its session Thursday morning accepted with regret the resignations of Glenn Shaw, former general manager of KLX Oakland, and William H. Fineshriber Jr. who had served for Mutual and moves into an NBC vice presidency this month [B•T, Feb. 2]. Mr. Fineshriber's successor is E. M. (Pete) Johnson, vice president in charge of station relations and engineering of Mutual. Mr. Shaw's successor, however, will not be named by the board because his term would expire prior to the next board meeting.

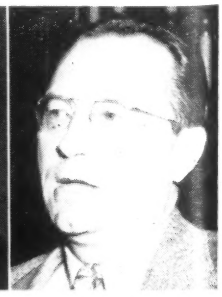
The new FCC operators rule permitting remote transmitter operation [B•T, Feb. 2] was hailed as a "significant and splendid victory" by the board. Tribute was paid William C. Grove, KFBC Cheyenne, chairman of the special committee, and Bernard Koteen, Washington attorney, who served as special counsel. Mr. Koteen was retained until March 5, at which

Ralph W. Hardy

Robert K. Richards

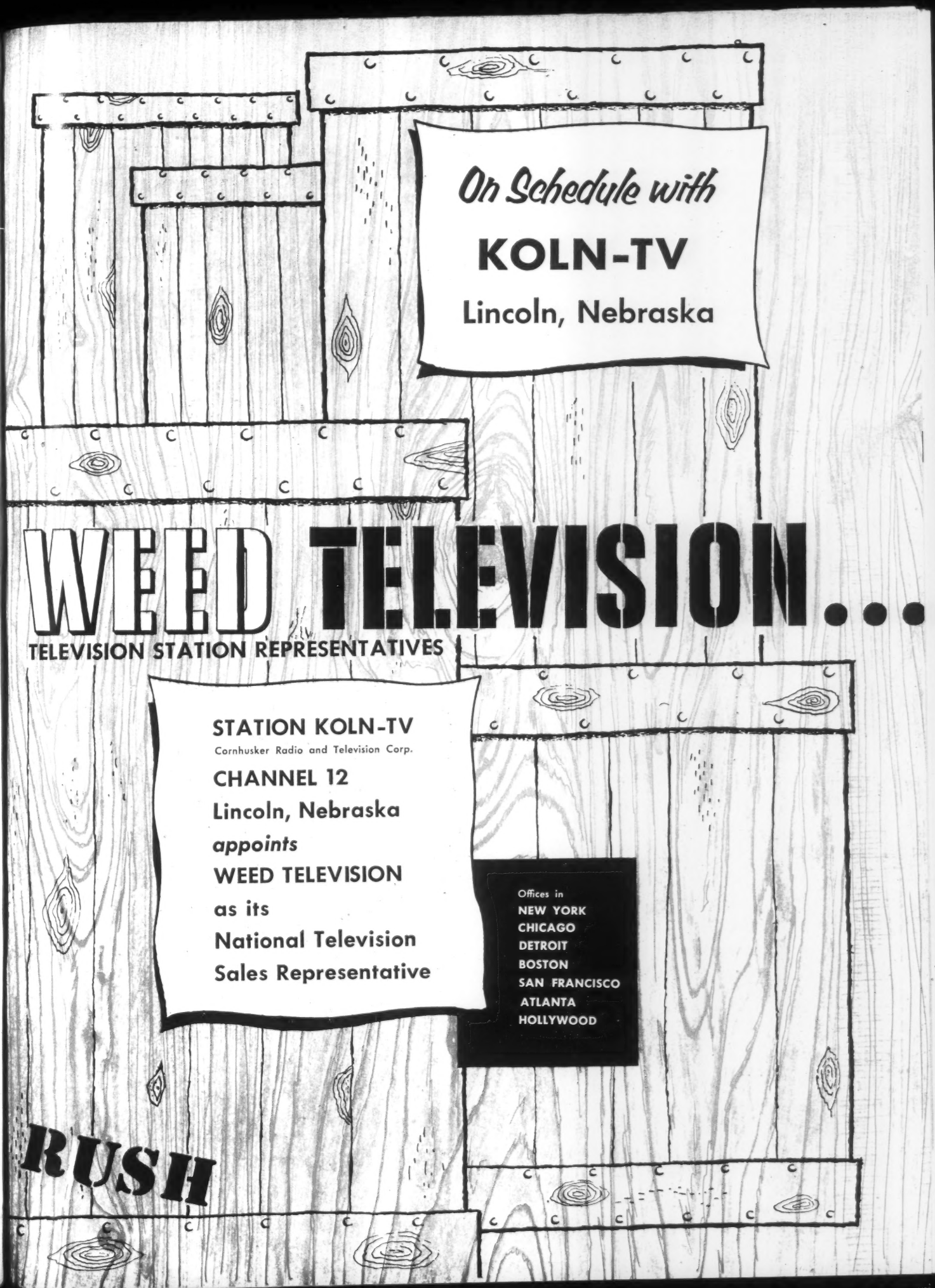


Thad H. Brown



Richard P. Doherty

Newly elected to NARTB vice presidencies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TELEVISION STATION REPRESENTATIVES
STATION KOLN-TV
Cornhusker Radio and Television Corp.
CHANNEL 12
Lincoln, Nebraska
appoints
WEED TELEVISION
as its
National Television
Sales Representative
Offices in
NEW YORK
CHICAGO
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BOSTON
SAN FRANCISCO
ATLANTA
HOLLYWOOD
RUSH

time notice on re-hearing would expire.

In the board discussion, questions were raised as to need for clarification of certain aspects of the new rules, but it was presumed that these would be pursued at a later date. It was pointed out that the rule does not apply to remote control operation of television transmitters.

The joint board approved the highest budget in the association's history—approximately $735,000 for the new 1953-54 fiscal year—as against $685,000 for the current fiscal year. Specifically earmarked for separate television functions (those not performed by the overall organization) is $82,000 as against $76,000 last year.

The staff reorganization also entails further realignment of executive functions, All "directorships" at the staff level were supplanted by the title, "manager." This change, it was stated, is designed to avoid confusion which has arisen from the fact staff members, as well as members of the association's boards, both have been designated directors.

Allerton Manages Research

Under this realignment, Richard M. Allerton becomes manager of research; Oscar Elder, former assistant director of public affairs, becomes manager of publicity; Neal McNaughten becomes manager of engineering; Fran Riley, former information assistant in public affairs, becomes editor of the association's publications; John H. Smith Jr., who has been director of FM, becomes manager of that section and also adds to his duties the overall promotional activities of the association. His new title is manager of promotion and FM. William T. Stubblefield becomes manager of station relations.

Charles Tower, who has been assistant director of employe-employer relations, becomes assistant to Vice President Doherty. Howard Bell, former assistant to the director of television, becomes assistant to Vice President Brown.

Vincent Wasilewski, formerly attorney, becomes chief attorney. Abiah Church continues as attorney, with both working directly under supervision of Judge Miller and President Fellows.

Mr. Fellows reported to the joint boards that NARTB membership has reached a new high—totaling 1,060 AM stations, 120 TV and 24 FM.

Campbell Arnoux, president of WTAR-AM-TV Norfolk, was named chairman of the television finance committee because of the resignation, under doctor's orders, of George B. Storer, president of Storer Broadcasting Co. Mr. Storer reported his physician had advised him to refrain from industry activities for at least three months—to expedite treatment of impaired hearing suffered last year.

President Fellows, in announcing the reorgaization, said it was the culmination of work on realignment of the internal structure during his past year and a half as president. He said the new vice presidents will work closely with him in management and direction of staff activity and in staff policy determination.

"As his title indicates," Mr. Fellows said, "Mr. Richards will act administratively for me and perform in my behalf during my absence from headquarters. Although we have eliminated the public affairs department, the functions it has performed in the past will be carried on jointly by Mr. Smith, Mr. Elder and Miss Riley under Mr. Richards' general supervision."

RTMA LOOKS TO EXPANSION; WOULD BE ALL ELECTRONICS GROUP

RTMA board of directors approve inclusion of electronics industry within the organization's scope. Paid presidencies may be returned. Dr. Baker describes NTSC's progress on color TV.

FAR-REACHING reorganization and expansion of Radio-Television Mfrs. Assn. to provide a full program of services to specialized electronics manufacturers were approved in principle by the RTMA board of directors at a meeting in New York last Thursday.

Plans for implementing the report recommending the sweeping changes—including a proposal to return to the once-tried system of paid presidencies—are to be developed by a special committee and submitted for consideration by the board at its April meeting, or earlier.

The report, which the board approved in principle, calls for extensive changes in both the philosophy and organizational structure of RTMA, whose name also probably would be changed to indicate the broadened scope of activities. Electronics Mfrs. Assn. and Electronics Industry Assn. were cited as examples to indicate the industry-wide nature of the expanded association.

The manufacturers of "specialized" electronics equipment, for whose benefit the expansion is planned, spokesmen said, are those engaged in electronics work in the guided missiles, radar, aircraft, and various other military fields, for example—in general, those outside the radio-TV set and transmitter area.

It was noted that the "specialized" electronics industry represented a volume of $4 billion last year, as against $2 billion volume for the radio-TV set field.

An expansion, presumably large, of both the administrative and the engineering staffs of RTMA would follow the proposed reorganization.

Broached Last Fall

The question of RTMA's services to members in the broad field of electronics—what services it does and what it does not provide for these manufacturers as distinct from those primarily in the radio-TV home instrument field—led last fall to the creation of a special committee within the Technical Products Div. to explore the subject.

This committee reported to members of the Technical Products Div. last Wednesday during RTMA's three-day midwinter sessions at the Roosevelt Hotel in New York.

The division approved the report in principle and passed it along to the RTMA board, which itself gave approval in principal after lengthy discussion on Thursday. The board authorized President and Board Chairman A. D. Plamondon Jr. to appoint a committee to work out details and report back at the board's next meeting—currently scheduled to be held in Los Angeles in April, although an earlier special meeting could be called.

RTMA's special organizational committee, headed by Robert C. Sprague of Sprague Electric Co., a former president of RTMA, will form the nucleus of the committee on details, spokesmen said. Mr. Sprague's group, one of whose functions has been to consider the question of paid presidencies, consists of Max F. Balcolm, Sylvania Electric Products; Paul V. Galvin, Motorola; Fred R. Lack, Western Electric; Arie Liberman, Talk-A-Phone Co.; Leslie F. Muter, the Muter Co.; and as ex-officio members, Mr. Plamondon and Glen McDaniel, first paid president and now general counsel.

RTMA has had only one paid president—Mr. McDaniel, who resigned last Oct. 1 after 18 months in office. At that time Mr. Plamondon, board chairman, was given the additional office of president, and James D. Secrest, general manager, was elevated to the post of executive vice president.

Meanwhile, a heavy round of committee and section meetings occupied several hundred RTMA members during Tuesday and Wednesday sessions.

Dr. W. R. G. Baker of General Electric, head of the RTMA Engineering Dept. and chairman of the National Television System Committee, reported on NTSC progress in its work to develop a compatible system of color TV, and urged manufacturers to make color sets for participation in field tests of the NTSC technique.

Paul Galvin, chairman of the new subscription television committee, reported after the first meeting of that group that it was decided to continue the subscription TV survey and generally to keep abreast of developments in this field.

AFA Campaign Plans Formed; Smith Appointed Unit Head

ADVERTISING Federation of America reported last week that preparations are under way for its fifth campaign in eight years centering around the general subject of a "better public understanding of advertising."

According to Ralph Smith, vice president of Sullivan, Stauffer, Colwell & Bayles, who has been reappointed campaign committee chairman, the federation will broaden and intensify its efforts this year on the 1951-52 theme of "advertising helps you get more value for your money."

Mr. Smith

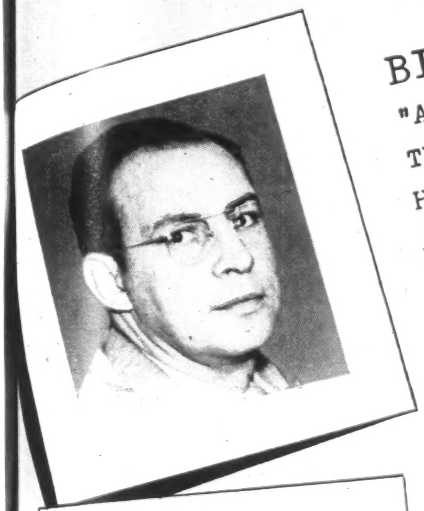
The federation reported that last year nearly 900 radio stations ordered free transcriptions which described the contributions of advertising to the nation and the community.

Fellows Names TV Group

COMMITTEE to collect and distribute basic information about the growing contribution of television in the U. S. was formed last week by NARTB President Harold E. Fellows (see board stories this issue). The group will be supported by a research subcommittee comprising network research officials and NARTB's research department.

Membership of the committee, which holds its first meeting Feb. 19 in New York, are: Mr. Fellows, chairman; Richard A. Borel, WBNS-TV Columbus; Howard Chernoff, KFMB-TV San Diego; Jack Harris, KPRC-TV Houston; Henry W. Slavick, WMCT (TV) Memphis; Charles Vanda, WCAU-TV Philadelphia; John W. Pacey, ABC; David J. Jacobson, CBS-TV; Gerald Lyons, DuMont; Edward D. Madden, NBC-TV.

AP NEWS = sales... sales... sales... sales



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"AP NEWS IS EASY TO SELL TO LOCAL PROSPECTS. THEY'RE ALL FAMILIAR WITH AP'S COMPREHENSIVE, IMPARTIAL, ACCURATE COVERAGE. ALL OUR SURVEYS SHOW SUBSTANTIAL LISTENER INCREASES WHENEVER AP NEWS IS SCHEDULED. THE MIDLAND NATIONAL BANK, 6-DAY A WEEK SPONSOR OF AP NEWSCASTS, REPORTS A LARGE INCREASE OF SAVINGS DEPOSITS."

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GENERAL MANAGER

COLUMBUS, INDIANA (WCSI)

"AP NEWS IS THE BIGGEST SELLER WE HAVE — A GOOD, DEPENDABLE SOURCE OF STATION INCOME AT ALL TIMES.

RICHARD JEWELL
GENERAL MANAGER

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"AP NEWS HELPED PUT KAPA ON ITS FEET FROM THE START. WHEN WE WENT ON THE AIR ON OPENING DAY, ALL AP NEWSCASTS HAD SPONSORS. NOW THEY'VE ALL RENEWED. WHEN A SPONSOR WANTS RESULTS, HE GETS THEM WITH AP NEWS. WE'RE ALL SOLD OUT!"

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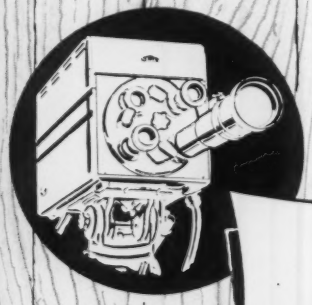

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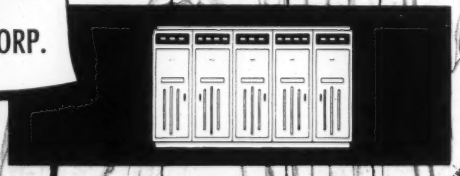
LINCOLN, NEBRASKA

CORNHUSKER RADIO & TELEVISION CORP.



Du Mont does it again!

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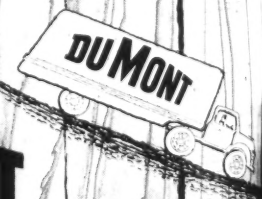
Another brand new TV station goes "on-the-air" to serve the people of Lincoln and the rich valley of Southeastern Nebraska. Du Mont is both proud and happy to have been a part of the historical event, giving television to this great Nebraska area – on schedule!

RUSH



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TELEVISION TRANSMITTER DIVISION

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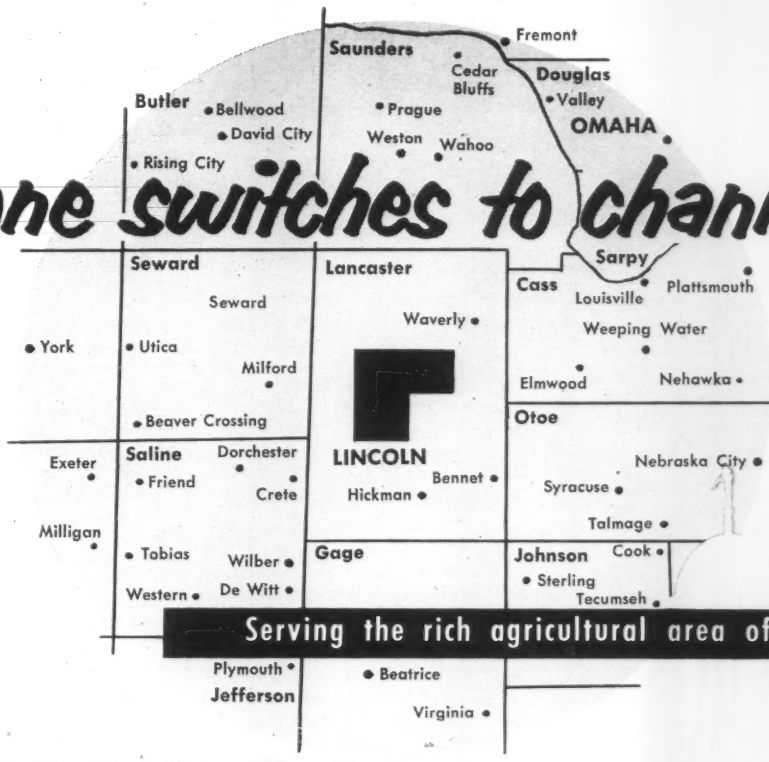
Everyone switches to channel 12



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IN LINCOLN

The heart of the market area of Nebraska

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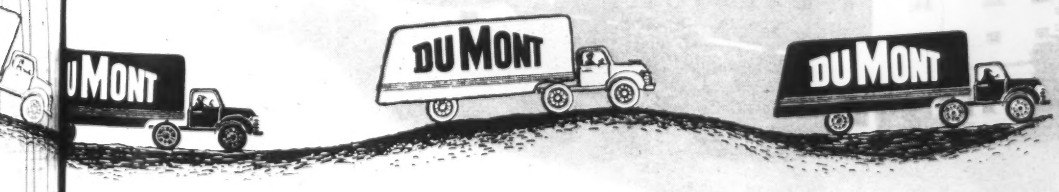
KOLN-TV



LINCOLN'S MARKET

POPULATION	304,600
FAMILIES	92,775
RETAIL SALES	$259,333,000
GENERAL MERCHANDISE	$ 82,532,000
FOOD	$ 50,161,000
HOME FURNISHINGS	$ 12,035,000
AUTO	$ 46,232,000
DRUGS	$ 8,307,000

(Based on Sales Management figures May, 1952)

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XUM

Edgar Kobak Tells AWRT Women Must Use Initiative

"WOMEN in radio and television behave more like mice," Edgar Kobak, president of the Advertising Research Foundation, head of his own management consultant firm and owner of WTWA Thomson, Ga., told the second annual all-day session of the New York chapter, American Women in Radio & Television, at New York's Hotel Astor Jan. 31.

Mr. Kobak believes there is a definite place for women in broadcast management and operation, but they must have far more initiative than already shown.

In another speech, Gen. Telford Taylor, general counsel to the Joint Committee on Educational Television and a member of the Ford Foundation's National Citizens Committee for Educational TV, discussed the problems and future of educational TV.

The all-day session was presided over by Duncan MacDonald, director of women's programs, DuMont Television Network, and New York chapter president. Pat Meikle, program chairman, introduced the speakers.

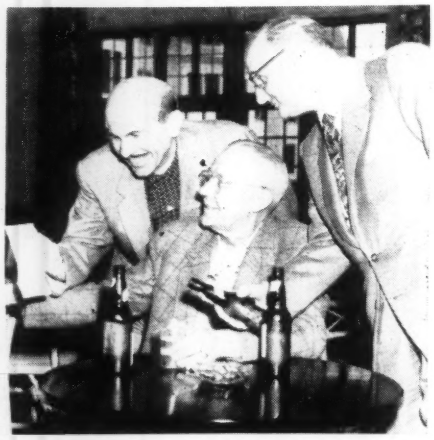
At the morning business sessions, Edythe Meserand, AWRT convention chairman and past national president, discussed plans for the spring convention in Atlanta April 30-May 3.

GAB Nominates Carswell For President at Meet

S. J. CARSWELL of WSFT Thomaston was nominated for president by the Georgia Assn. of Broadcasters at the close of its eighth annual Radio and Television Institute Jan. 29-30 at the U. of Georgia [B•T, Feb. 2]. Mr. Carswell now is vice president.

At a later session of the institute, jointly sponsored by GAB and the university's Henry W. Grady School of Journalism, the broadcasters endorsed a proposed co-op plan by GAB and the journalism school whereby journalism students will work at radio or TV stations, attending school in alternate quarters.

Other nominations by GAB included: Vice president, E. F. MacLeod (now secretary), WBML Macon; secretary, Glenn C. Jackson, WAGA Atlanta, and directors W. Fred Scott Jr. (now president), WKTG Thomasville, Allen M. Woodall, WDAK Columbus, L. H. Christian, WRFC Athens, and John Fulton, WGST Atlanta.



ENDING five-year fight against Oregon's ban on radio-TV alcoholic beverage advertising before 8 p.m., these broadcasters celebrate news at NARTB board meetings at Belleair, Fla. L to r: H Quenton Cox, KGW Portland, district director; Charles E. Arney Jr., NARTB secretary-treasurer and former northwest commentator, enjoying his first bottle of beer since repeal of ban, and Lee W. Jacobs, KBKR Baker, Ore., small station director, who started fight against Liquor Control Commission in 1949 while president of Oregon State Assn. of Broadcasters. Chairman of legislative committee which forced the issue was R. M. (Dick) Brown, KPOJ Portland.

Winners of VOD Contest Include Hawaiian Boy, 17

THREE BOYS and one girl are winners in the sixth annual Voice of Democracy Contest for high school students, with a winner coming from outside the U. S. continental boundaries for the first time.

The four winners, chosen from more than a million entries, with sponsoring stations, are:

Frank Lammedee, 17, South Pasadena High Schoo! senior, San Marino, Calif. (KPPC Pasadena, KWKW Pasadena).

Thomas J. Walsh, 17, Gonzaga High School senior, Washington, D. C. (WTTG (TV)).

Robert Davis, 17, Maui High School senior, Maui, Hawaii (KMVI Wailuku).

Adelaide Nacamu, 14, Peekskill High School sophomore, Peekskill, N. Y. (WLNA Peekskill, WFAS White Plains).

Sponsoring the contest are NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

SDX Names Broadcasters To Major Committees

BROADCASTERS will play a prominent role this year in the major committee activities of Sigma Delta Chi, national professional journalistic fraternity.

This was apparent last week with announcement by SDX President Lee Hills, Detroit *Free-Press* and Miami *Herald*, Knight newspapers, of committee assignments for 1953. Mr. Hills announced personnel of 12 groups, including one for the Advancement of Freedom of Information under V. M. Newton Jr., Tampa *Tribune*, WFLA-AM-FM.

Among broadcasters who will serve on major committees are Jim Bormann, WCCO Minneapolis, Advancement of Freedom of Information; Griffing Bancroft, CBS, Historic Sites in Journalism; Ben Chatfield, WMAZ Macon, Ga., Membership Eligibility, and William Ray, NBC, Ernie Pyle Historic Site Ceremony.

Major committees and their chairmen follow:

Journalistic research, Prof. Clifford F. Weigle, Stanford U.; historic sites in journalism, Irving Dilliard, St. Louis *Post-Dispatch*, KSD-AM-TV; professional chapter program, George Wolpert, Milwaukee; undergraduate chapter program, Dean Burton, W. Marvin, William Allen White School of Journalism, U. of Kansas; fellows nominating committee, Charles C. Clayton, St. Louis *Globe-Democrat*, KWK.

SDX honor awards, Neal Van Sooy, the *Nevada Appeal*, Carson City, Nev.; new journalism awards, Alden C. Waite, Southern California Associated Newspapers, Culver City, Calif.; ways and means, Charles C. Clayton, St. Louis *Globe-Democrat*, KWK; membership eligibility, John M. McClelland Jr., Longview, Wash., *Daily News*, KWLK-AM-FM; Ernie Pyle historic site ceremony, Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING.

Casper Heads Okla. Assn.

CY CASPER, general manager of WBBZ Ponca City, has been elected president of the Oklahoma Assn. of Broadcasters, succeeding Allan Page, KSWO Lawton. Other officers, elected at the annual meeting in Stillwater last week, include J. H. Bernard, general manager, KOMA Oklahoma City, vice president, and Guy Farnsworth, general manager, KCRC Enid, re-elected secretary-treasurer.

Mr. Casper

Board members include, in addition to Mr. Page, Lawson Taylor, KFMJ Tulsa; Bill Hoover, KADA Ada; Bill Morgan, KNOR Norman; Ray Van Hooser, KNED McAlester, and Ed Ryan, KSIW Woodward.

A minute of stop-motion magic—that's the newest of many TV commercials made by SARRA for Pet Milk Company. A chair pulls itself up to the table; a cup fills with coffee; a can pours the milk; the cup empties itself; a can hops from the shelf to the carriage. It's amazing, it's entertaining, it's product identification, *it's pure sell*. Used by Pet as a spot and on the All-Star Revue . . . with brilliant reproduction assured by SARRA'S Vide-o-riginal prints. Produced through Gardner Advertising Company.

SARRA INC

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

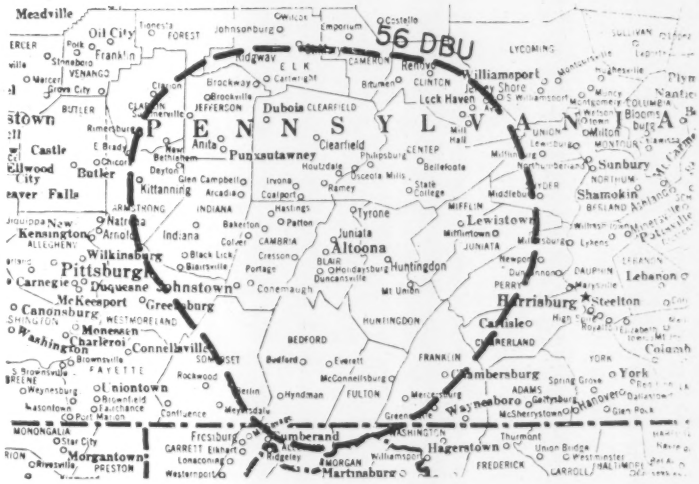
announcing "the most powerful VHF in eastern USA"

WFBG-TV

316,000 watts • channel 10

NBC primary interconnected

main studios in ALTOONA, PA.



WFBG-TV

Gable Arcade
Altoona, Penna.

Rate Card No. 1
February 1, 1953

Class A—Weekdays 6:00 P. M. to 11:00 P. M.
Saturdays and Sundays 1:00 P. M. to 11:00 P. M.

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times
60 Minutes	$225.00	$213.75	$202.50	$191.25	$180.00	$168.75
30 Minutes	135.00	128.25	121.50	114.75	108.00	101.25
20 Minutes	112.50	106.88	101.25	95.63	90.00	84.38
15 Minutes	90.00	85.50	81.00	76.50	72.00	67.50
10 Minutes	60.00	57.00	54.00	51.00	48.00	45.00
5 Minutes	50.00	47.50	45.00	42.50	40.00	37.50
1 Minute	40.00	38.00	36.00	34.00	32.00	30.00
20 Seconds	30.00	28.50	27.00	25.50	24.00	22.50
10 Seconds	13.33 flat					

Class B—All Other Times.

	1 Time	13 Times	26 Times	52 Times	104 Times	156 Times
60 Minutes	$135.00	$128.25	$121.50	$114.75	$108.00	$101.25
30 Minutes	81.00	76.95	72.90	68.85	64.80	60.75
20 Minutes	67.50	64.12	60.75	57.37	54.00	50.62
15 Minutes	54.00	51.30	48.60	45.90	43.20	40.50
10 Minutes	36.00	34.20	32.40	30.60	28.80	27.00
5 Minutes	30.00	28.50	27.00	25.50	24.00	22.50
1 Minute	24.00	22.80	21.60	20.40	19.20	18.00
20 Seconds	18.00	17.10	16.20	15.30	14.40	13.50
10 Seconds	8.00 flat					

Technical Facilities

Channel No. 10 (192-198 mc). Visual Power 316 kw; Aural Power, 158 kw. Antenna Height, 2727 feet above sea level; 990 feet above average terrain.

NATIONAL REPRESENTATIVES — H. R. TELEVISION, INC.

covering Western Pennsylvania from Pittsburgh to Harrisburg—over 3,000,000 families—over 69,500 TV sets (certified).

ON THE AIR IN FEBRUARY!

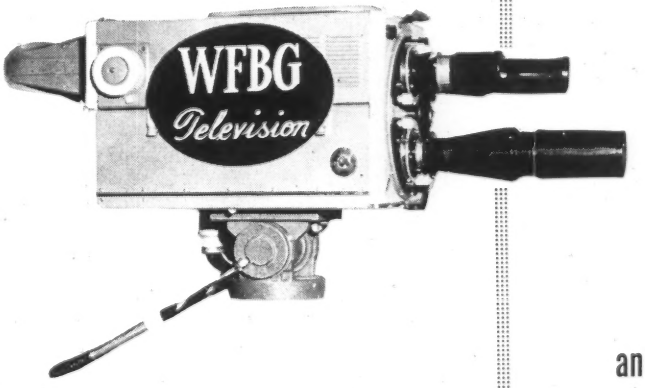
(interim power 75 KW; full power May 1)

investigate this TV "Area" *buy now* for low rates, franchise positions and choice availabilities.

For starting date — rates — availabilities— call your nearest office of . . .

H-R TELEVISION, INC.

New York, Chicago, Los Angeles, San Francisco



WFBG-TV

ALTOONA, PENNSYLVANIA

Jack Snyder, managing director.

an **NBC** primary interconnected station

UPPER UHF OPERATION BEGINS THIS WEEK, TARGET DATES SHOW

Four new stations on the air this week; several new grantees set early fall commencement of commercial broadcasting.

FIRST TV station to begin commercial operation at the upper end of the uhf band is slated to start regular programming this week. It is WFMJ-TV Youngstown, Ohio, on uhf Ch. 73 (824-830 mc), located 144 mc above the next highest uhf station, WKAB-TV Mobile, Ala., operating on uhf Ch. 48 (674-680 mc).

WFMJ-TV is an NBC affiliate and is represented by Headley-Reed.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., said his station went on the air with a test pattern last Thursday and was to have started regular programming on uhf Ch. 43 over the weekend. It received a permit for special temporary authorization a fortnight ago [B•T, Feb. 2].

KOLN-TV Lincoln, Neb., hopes to begin commercial programming this week, according to Harold Anderson, vice president and general manager of the station. Operating on vhf Ch. 12, the station began test patterns late last week. It also has moved into new studio quarters. Representative is Weed Television.

WROV-TV Roanoke, Va., may begin commercial operation this week on uhf Ch. 27, along with WLVA-TV Lynchburg, Va., on vhf Ch. 13. Stations aired test patterns last week.

Plans to go on the air by March 1 were announced by Kenyon Brown, president and general manager of KWFT-TV Wichita Falls, Tex. Mr. Brown said network affiliation will be CBS and national representative will be Blair-TV. GE equipment has been ordered, he said.

New Studios for KCBD-TV

The construction of new studios for KCBD-TV Lubbock, Tex., is progressing on schedule, and the station will begin operation in March or April, according to Choc Hutcheson, news director. Network affiliation will be ABC and NBC, and national representative, John E. Pearson Co. KCBD-TV is assigned vhf Ch. 11.

Telecasting is tentatively scheduled for early March on Los Angeles' uhf Ch. *28, assigned to the Hancock Foundation of the U. of Southern California. The noncommercial, educational station is ready to go on the air as soon as its transmitter arrives. FCC assigned call letters KUSC-TV to the station, but station officials claim they plan to select their own call letters later.

Named to the advisory board by Capt. Allan Hancock, director of the foundation, are representatives of public and private schools, colleges and churches throughout the Los Angeles area. Additional members, representing civic groups, will comprise an advisory board. Public meetings, the first of which will take place late this month, are scheduled for the purpose of discussing operation and participating plans.

KAFY-TV Bakersfield, Calif., plans to begin operation on uhf Ch. 29 in April or May. Construction has already started. Naum Healy, station manager, said there will probably be multiple network affiliation and that the representative will be Forjoe & Co.

KCMC-TV Texarkana, Tex., hopes to begin operating on vhf Ch. 6 within 90 days. National representative will be O. L. Taylor Co.

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3 grantee, announced last week it has made affiliation agreements with ABC, CBS, DuMont and NBC. George P. Hollingbery Co. has been appointed national representative. With an ERP of 51.1 kw from its 4,183 ft. transmitter location, the station officials expect to cover a large portion of central and southern California. The station plans to be on the air in May-June.

WJON-TV St. Cloud, Minn., will commence operation in May or June on vhf Ch. 7. W. C. Porsow, now general manager of WJON (AM), will manage the TV outlet. William Rambeau Co. is to be the national representative.

Rogan Jones, president of KVOS-TV Bellingham, Wash., said that station would be on the air in two to four months. Composite equipment is ready to be installed. Network affiliations and representative will be announced later for the vhf Ch. 12 grantee.

WHYU-TV Newport News, Va., just granted last week (see separate story), will be operating on uhf Ch. 33 by June, according to Frederic F. Clair, sales manager.

KNUZ-TV's Plans

Also due for a June start is KNUZ-TV Houston, Tex., according to David H. Morris, vice president and general manager. DuMont equipment has been ordered, he said. The station is assigned uhf Ch. 39.

Harold G. Cowgill, vice president and 10% stockholder of WTVP (TV) Decatur Ill., has resigned as an attorney with the Washington, D. C., law firm of Segal, Smith & Hennessey to become general manager of the new uhf Ch. 17 grantee [B•T, Feb. 2].

If the RCA 1 kw transmitter is delivered on schedule, the on-the-air date will be July 1. The middle of March or April 1 has been set as date for commencement of construction of a combined studio and transmitter building. The CAA has approvd a 602 ft. tower for the station, and FCC approval will next be sought.

Decatur has a population of about 75,000, and within WTVP's Grand B contour there is a population of 500,000, station officials said.

Mr. Cowgill was an FCC attorney from 1935 to 1944, as chief of the Rate & Traffic Div. of the Common Carrier Bureau.

John H. Cleghorn, general manager of WHBQ-TV Memphis, vhf Ch. 13 grantee owned by Harding College, said he hoped to have the station on the air August 1. Studio construction is already underway at the Hotel Chisca. RCA equipment has been ordered, and the station expects to go on the air with an effective radiated power of 100 kw, later to be increased to 316 kw. The station's television staff will be built around the WHBQ-AM staff.

Commercial operation also is slated for August 1 by WNLC-TV New London, Conn. Equipment is expected after May, with testing scheduled for July.

WVEC-TV Hampton, Va., granted last week, aims for an August 1 start, according to J. W. Chisman, president. Representative will be Rambeau.

Salem, Ore.'s Target

L. A. Harvey, grantee of uhf Ch. 24 for Salem, Ore., the second TV grant for that state, hopes for an early or mid-summer target date according to his legal counsel, Joseph Brenner. Mr. Brenner reported that Mr. Harvey intends to serve the Willamette Valley including Portland and Eugene.

Several TV grantees have fall target dates.

W. A. Pomeroy, president and general manager of WILS Lansing, Mich., grantee last week for uhf Ch. 54, said his target is Sept. 1.

WJHL-TV Johnson City, Tenn., aims for interim operation on vhf Ch. 11 with ERP 54 kw visual by September 1. W. H. Lancaster, president, said ERP 316 kw is planned for when equipment is available.

WCHV-TV Charlottesville, Va., uhf Ch. 64 grantee, hopes to be on by September 1, but Charles Barham Jr., president, said there is nothing too definite at this time.

Regional Television Corp., Northampton, Mass., uhf Ch. 36, is planning a fall start, too.

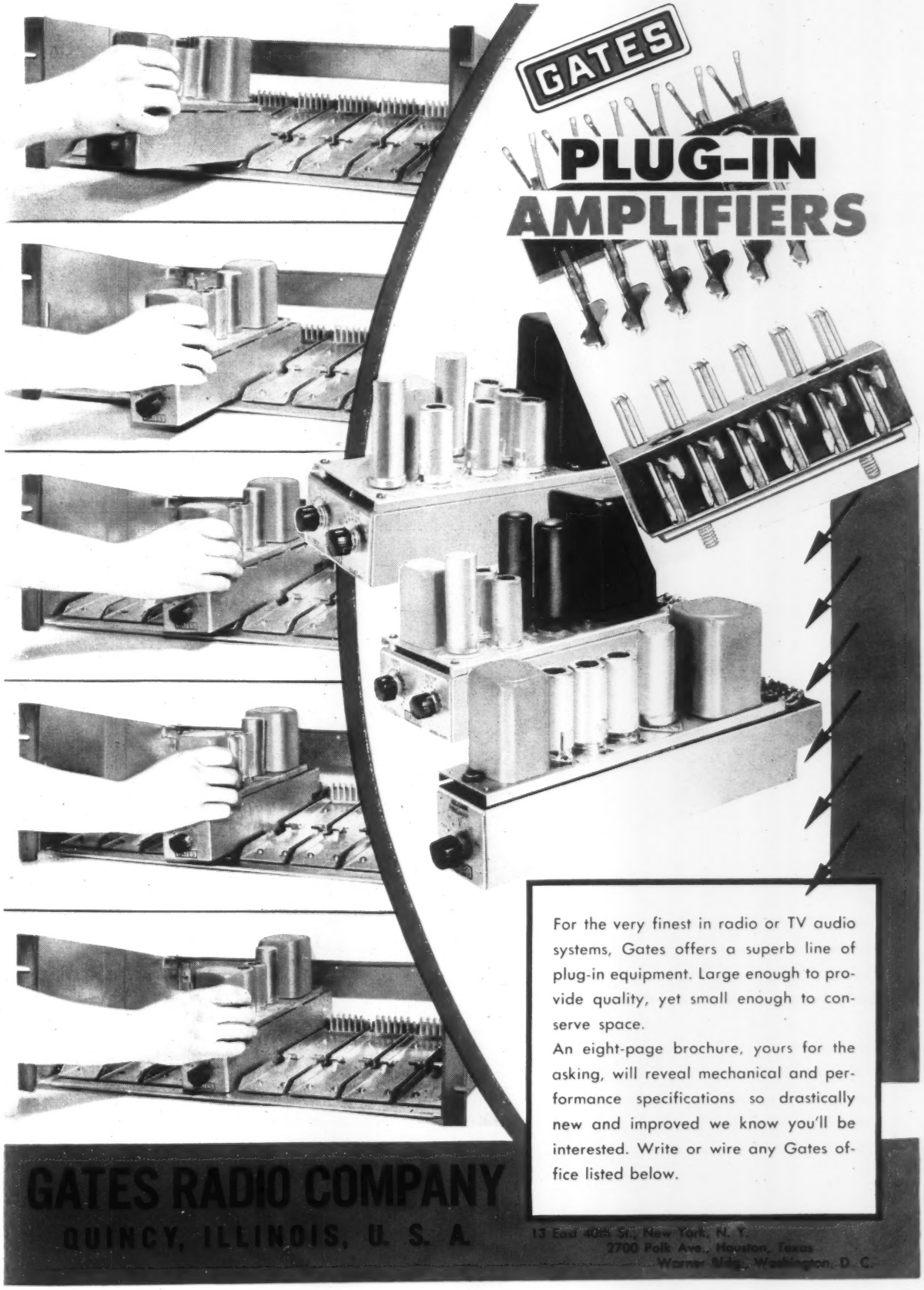
WNAM-TV Neenah, Wis., is another grantee aiming for the fall. The station is assigned uhf Ch. 42.

KVFD-TV Fort Dodge, Iowa, will go on the air about October 1, according to Edward Breen, president and general manager. The uhf Ch. 21 outlet will start with a 1 kw transmitter, 750 ft. tower and film, slide and live studio equipment. Mr. Breen expects that station will be affiliated with several networks. The probable national representative is John E. Pearson Co.

W. F. Craig, vice president of WLBC-TV Muncie, Ind., said last week that Hal Holman Co., Chicago, and The Walker Co., New York, will represent the TV station. They now represent the radio station. Network affiliation will be CBS and DuMont.

(For complete list of grantees' target dates see FOR THE RECORD, *page 95)*

PRINCIPALS attending signing of contract by which Bankers Life & Casualty Co. of Chicago will lease KGA Spokane, Wash., for 10 years from Gonzaga U. for $500,000 include (l to r): Charles F. Little, Bankers Life; Lester M. Smith, Blackburn-Hamilton Co., station broker; Rev. Francis J. Corkery, S. J., Gonzaga president; John D. MacArthur, Bankers Life president; Andrew G. Haley, Washington radio attorney; and Paul Doolen and Joe Tottenhoff, Bankers Life. Negotiated fortnight ago, lease is subject to FCC approval [B•T, Jan. 26].



For the very finest in radio or TV audio systems, Gates offers a superb line of plug-in equipment. Large enough to provide quality, yet small enough to conserve space.

An eight-page brochure, yours for the asking, will reveal mechanical and performance specifications so drastically new and improved we know you'll be interested. Write or wire any Gates office listed below.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

13 East 40th St., New York, N. Y.
2700 Polk Ave., Houston, Texas
Warner Bldg., Washington, D. C.

Radio-TV Appeal for Aid To Holland Flood Victims

RADIO and television in the U. S. last week went to the rescue of flood victims in Holland by broadcasting appeals for clothing, blankets, other emergency supplies and funds.

The Advertising Council sent telegrams to all radio and TV networks Thursday on behalf of CARE, which is seeking funds from the American public for the benefit of the Holland flood victims. The wire, signed by Council President, T. S. Repplier, asked for announcements on network sustaining programs and noted that CARE has been sanctioned by the State Dept. and the executive office of the President to carry on this appeal.

Walter Cronkhite, CBS-TV news commentator who had been befriended by the Dutch during World War II when he parachuted into the country, carried an appeal on his Esso program Wednesday at 6:45 p.m. Appearing on the program was Lt. Gen. Anthony McAuliffe, famed for his "Nuts" reply to a German surrender demand.

Gen. McAuliffe and Mr. Cronkhite called on parachuters of the 101st and 82nd airborne units, all of whom received help from the Dutch underground, to send blankets and clothing. Rex Smith, American Airlines vice president, offered ticket office facilities as collection agencies and promised to fly the donations to Washington airport where AA hanger No. 7 would serve as receiving depot.

Arthur Godfrey added an appeal on his 8 p.m. CBS-TV program Wednesday. One of his writers, Andrew Rooney, had dropped into Holland with Mr. Cronkhite.

START of another flood—clothing, this time —as Walter Cronkhite, CBS-TV newsman, and Lt. Gen. Anthony McAuliffe call on wartime parachuting buddies to help stricken Holland. Nationwide response was so great, CBS had to ask nation to stop giving clothing and to send money instead.

The thing snowballed. The public started to respond. Well before noon Thursday Ambassador J. H. Van Roijen, of Holland, wired his thanks to CBS and suggested money be sent to Holland Flood Relief Inc. since early needs of flood victims had been met.

All day Thursday CBS Radio and CBS TV called on the public to halt the flood of clothing and blankets, urging financial donations.

Relief items for the flood-stricken Netherlanders are being collected by WAAM (TV) Baltimore, and will be shipped tomorrow (Tuesday) via Royal Dutch Airlines to Holland. With the cooperation of Netherlands officials, Ken Carter, general manager of the station, solicited viewers to donate such vitally-needed items as blankets, sheets, lighting equipment and flashlights. Herbert B. Cahan, station program director who originated the idea for that station, spotted plugs for the appeal on all programs.

WLAW Boston reported it was flying special events news commentator Rod MacLeish to the Holland distress area Friday night.

The Boston station said Mr. MacLeish will do wide scale WLAW and network broadcasting in the interest of relief. Mr. MacLeish is operating with a Triple A State Dept. passport rating and the full cooperation of the Netherlands government, the station reported.

It reported it was offering special tape recordings of interviews with officials and distress victims to a limited number of stations.

Travis WBKZ-TV Manager

HARRY E. TRAVIS has been named general manager of WBKZ-TV Battle Creek, and expects to begin its telecast schedule May 15 on Ch. 64. Mr. Travis, for the past two and one-half years, has worked as program director of WKZO-TV Kalamazoo. Battle Creek has an estimated 182,504 sets in the market, he said in a report last week on that area's receivers.

Mr. Travis

GUEST STAR!

Joe Wesp Coaxes Squeal from Prize Porker for Western New York's Popular Farm Program

This guest star is meat for WBEN'S Joe Wesp who likes to go whole hog when gathering material for his early morning farm show. Recorded interviews on the farm and at grange meetings with his many rural friends help Joe to give farmers the kind of radio program they like — the kind that makes hay for Joe's sponsors. Joe's Monday through Saturday show features livestock and produce prices, news, music and interviews — all served up country style, with Joe's pungent brand of homespun philosophy. Depend on informal Joe to inform Western New York's prosperous farmers of the merits of YOUR product in a productive way.

Ask HENRY I. CHRISTAL in New York, Chicago or San Francisco about availabilities on WBEN'S daily Farm Program, 5:30 to 6:00 A.M.

WBEN NBC IN BUFFALO

Now...

PACKAGED REMOTE CONTROL

for Commercial Broadcast Transmitters

AM — FM

THE RUST INDUSTRIAL COMPANY'S REMOTE CONTROL SYSTEM

The Rust System is the *only* transmitter remote control system *proven* in service in United States Commercial AM Broadcasting installations. *It meets all FCC requirements.*

STUDIO UNIT
(Type RI-1080)

REMOTE CONTROL
of transmitters means more effective station operation. Attending personnel may be utilized more efficiently. More convenient location of studio is made possible. Transmitter may be located where transmitting conditions are ideal and real estate costs low.

THE RUST SYSTEM
consists of a studio unit and transmitter unit connected by two telephone pairs. Up to nine meter readings can be made and up to nine operations can be controlled by simply dialing desired functions. Transmitter adjustment is made remotely while simultaneously observing readings of appropriate meter.

The transmitter unit is connected to any one of a number of tuning motors or contactors used for controlling transmitter tuning or other switching functions. Use of various shunts and multipliers permits the metering of several circuits at the remote control point. Any failure of the system immediately removes all power from the transmitter.

The complete system is sold on an installed basis with all components guaranteed for one year. Price includes any necessary modification of the transmitter. Savings can pay for entire cost in as little as ten weeks.

TRANSMITTER UNIT
(Type RI-1081)

WRITE FOR DETAILED INFORMATION.

the rust industrial company, inc.
608 WILLOW STREET
MANCHESTER, N. H.

Schafitz Claims WPIC Set His Application Back

FILING of a TV application Jan. 27 by Sharon (Pa.) Herald Broadcasting Co. (WPIC) caused Leonard J. Schafitz, also a Sharon applicant, to lose a place in the FCC's processing line, Mr. Schafitz said in a petition filed last week at the Commission.

The petitioner claims the WPIC application specifies a site less than 60 miles from Pittsburgh, where Ch. 53 is assigned, violating the minimum separation requirement. He adds that his application would have been considered by FCC in January had it not been for the WPIC application. Both are applicants for Ch. 39.

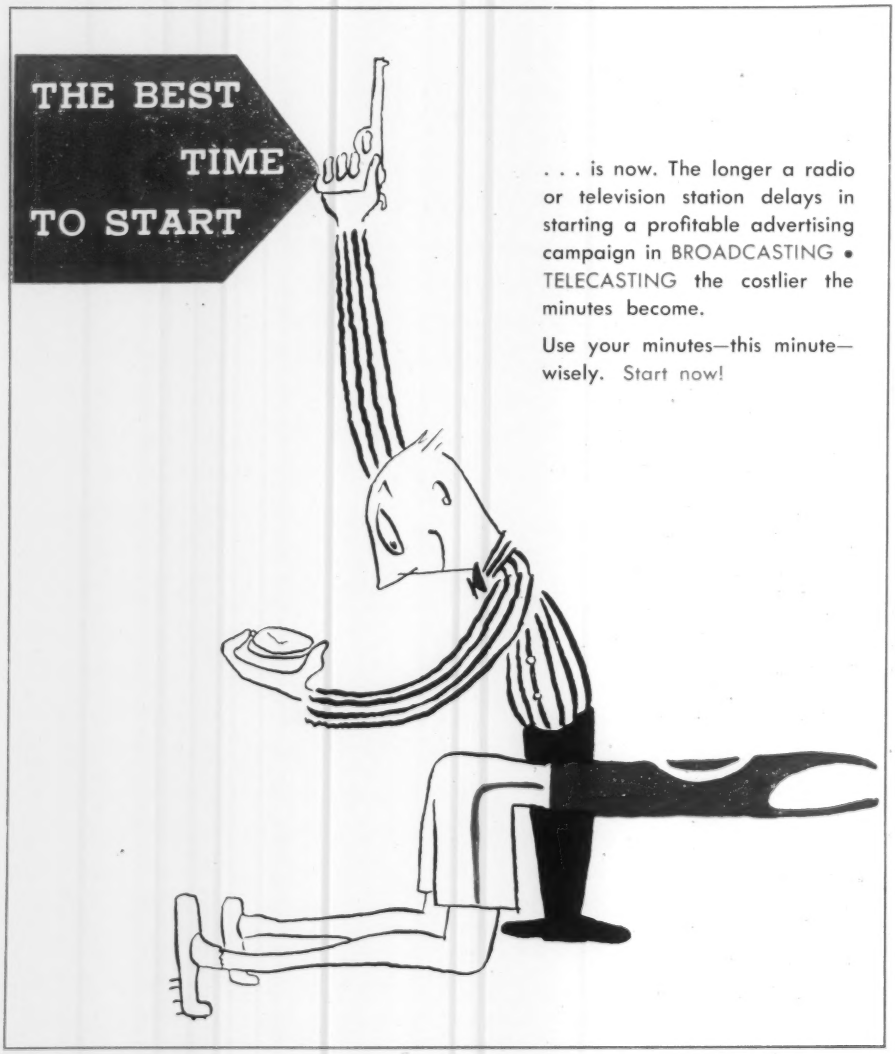
"The Commission's temporary processing procedure in establishing Sharon as A-192 in order of staff consideration gave to applicant Schafitz a legal right to have his application considered when A-192 was reached in regular order," according to the Schafitz petition, filed by Attorney Carl L. Shipley. "The Sharon Herald application, fatally defective as it is, was filed Jan. 27, 1953, the day before. By accepting an application filed in violation of Sec. 3.610 of the Commission's rules the Commission deprived applicant Schafitz of his right to immediate consideration of his application."

Smaller 'Midgets'

RADIO station WCBS New York announced Thursday a new sales package of midget spots, consisting of five-second station identification pauses for commercial messages at "half of station break rates."

Heretofore the smallest segment of time on WCBS was 15-second station identification. The new five-second IDs are limited to 18-word messages which can be presented live or transcribed. However, since the spots are subject to double spotting they cannot be transcribed if the preceding commercial is. On the other hand, the ID must be transcribed if the preceding commercial is live.

"An advertiser will get the benefit of a saturation campaign in prime time . . . for as low as 15 cents to 20 cents per thousand," Henry Untermeyer, general sales manager of the station, said. Extra package discounts follow: 14 per week earns 15%; 24 per week, 25%, and 35 per week, 30%. In addition, 24 IDs in a two-day period earn a flat 50% discount. The IDs are subject to possible pre-emption on one week's prior notice.



. . . is now. The longer a radio or television station delays in starting a profitable advertising campaign in BROADCASTING • TELECASTING the costlier the minutes become.

Use your minutes—this minute—wisely. Start now!

Walbridge, Finch Named To Top WJIM-AM-TV Posts

HAROLD F. GROSS, president and general manager of WJIM-AM-TV Lansing, Mich., last week in announcing two personnel changes said Willard E. Walbridge, former WWJ-TV Detroit station manager, will succeed him as WJIM Inc. general manager and will be made executive vice president and a member of the board, effective March 1.

Mr. Walbridge

Howard Finch has been named vice president in charge of television production and program operation and also will be on the board of directors, Mr. Gross said.

Mr. Gross said he will take a less active part in WJIM - AM - TV management but will retain the presidency and will supervise the stations' $750,000 expansion program, including construction of a $400,000 radio-TV center and a 1,000-ft. tower and installation of a 100 kw transmitter.

Mr. Finch

Mr. Gross said expansion and realignment of the WJIM-AM-TV executive staff was made in preparation for programming from the new radio-TV center. Mr. Finch also will produce and direct his own TV show and will spend several weeks in New York studying network techniques and production methods, Mr. Gross said.

WGN-TV Sees Delivery Oct. 1 Power Increase 30-Days Later

DELIVERY on a new transmitter and antenna system equipment for WGN-TV Chicago is expected by Oct. 1 and power increase from 29 kw to ERP of 316 kw 30 days later.

Frank Schreiber, manager and treasurer of WGN Inc., announced receipt of the construction permit from FCC the past week will mean an increase in power output ten-fold and improve reception within a 60-mile radius.

New 50 kw transmitter will be housed on the 30th floor of the Tribune Tower and a new antenna system atop the tower, raising the overall height from ground level to 638 feet. Additional equipment will cost approximately $250,000, according to Carl J. Meyers, WGN Inc. engineering director.

Power Boost for WHAS-TV

INCREASE in the visual power of WHAS-TV Louisville from 50 kw to 316 kw was expected to take place over the weekend after FCC authorization of maximum power. Increase was made with the help of a 12-bay high-gain antenna, developed by General Electric in cooperation with Orrin W. Towner, engineering director of WHAS-AM-TV.

Station, which has moved to Ch. 11, conducted its first high-power tests last weekend.

Vic RADIO PROFIT Diehm Says:

I'm 'ZEL'

My job is to see that every dollar you spend on WAZL in Hazleton, Pennsylvania is turned into enormous sales for your client's products. I guarantee to deliver 70% of the radio listening audience from 8:00 A. M. 'til 10:30 P. M. in WAZL's coverage area of over 127,000 people.

I'm 'OL'

See that big nose of mine...it's big because everything's big in the area served by WHOL, Allentown, Pennsylvania. Big population! Big payrolls! Big industries and a big lot of them! Big amount of farm dollars, too! Just let me show you how to do a big job for your clients.

Meet them by name ... the Little People who do the Big Job!

I'm 'WID'

I'm the young aggressive fellow from WIDE located in the twin cities of Biddeford-Saco, Maine. Here is a market that is a "must in Maine", because it covers the heart of this state's resort area, plus a year-round manufacturing payroll from some of the country's largest textile mills.

I'm 'LEM'

See those big eyes of mine ... they're wide-awake for any chance to show you what a sales-producing station WHLM is. We call ourselves "The Voice of the Susquehanna Valley", and believe me it's true. You just try us and we'll show you big results.

WAZL	WHOL	WHLM	WIDE
HAZLETON, PA. NBC-MBS	ALLENTOWN, PA. CBS	BLOOMSBURG, PA.	BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Robert Meeker Associates).		(Owned and Operated by Harry L. Magee).	(Represented by Edward Devney).

Supply & Demand

SOME promotional plans, as the Headley-Reed Co., station representative, has learned, can go over a little too well. Several weeks ago it distributed to agency timebuyers and researchers a TV signal range calculator that enables the user to determine TV station coverage in a few seconds [B•T, Jan. 19]. The company's supply has been exhausted but requests still are coming in, according to a Headley-Reed spokesman. He added that the gadget may be purchased from the manufacturer, the Pioneer Electric Supply Co., Cleveland.

'Times' and 'News' Buy Time On Radio-TV During Strike

TWO New York newspapers last week turned to radio and TV during the strike of the local suburban Deliverymen's Union which halted deliveries to many points outside Manhattan. Beginning Jan. 30, the *New York Times* and the *New York Daily News* placed spots on four metropolitan stations on a day-to-day basis, in anticipation of an early settlement of the strike, while public service announcements were carried on two other outlets.

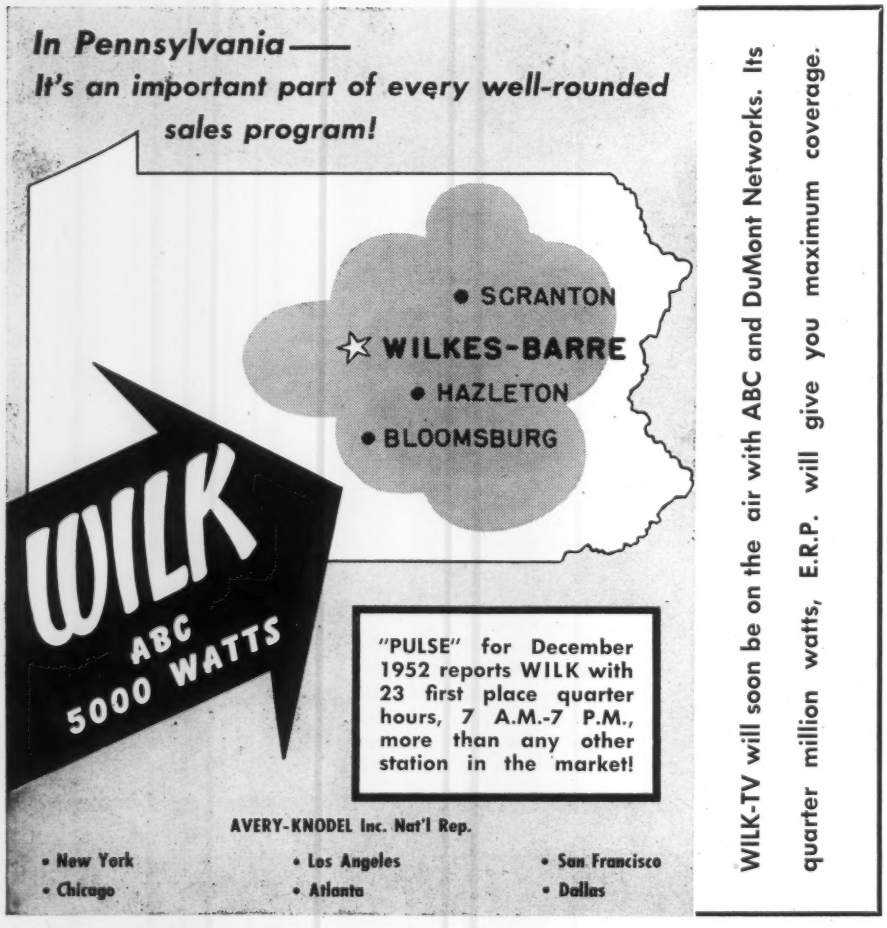
The *Times*, through Arnold Cohan agency, purchased time on WCBS, WNBC and WNBT (TV) averaging approximately four spots per day. Copy urged suburban listeners to telephone the newspaper offices requesting daily mail "subscriptions" which would end automatically at the termination of the strike. *Times* spokesmen reported "extremely good" results.

In a somewhat different arrangement the *Daily News* placed three to four spots a day, Jan. 30-Feb. 3, on WPIX (TV), outlet owned by the *News*, at regular card rates. Station spokesmen added that the newspaper would probably continue using spots intermittently until the strike is over. WNEW, whose hourly newscasts are prepared by the *News*, carried several public service announcements daily as a "courtesy" to the newspaper.

Similarly, WQXR-AM-FM, which is owned by the *Times* and carries that paper's hourly newscasts, broadcast several public service announcements per day.

KSJV's Call Changed to KBIF

CALL LETTERS of KSJV Sanger, Calif., recently transferred to Poole Broadcasting Co. from Radio Sanger Co. [B•T, Dec. 22], have been changed to KBIF. John H. Poole, president and general manager, has opened sales offices and studios at 1412 Fulton St., Fresno. David C. Camp continues as manager, with R. W. Schunk as commercial manager. He succeeds Robert Kelin, who has joined the national sales staff of KLAC Los Angeles. New representative for KBIF is Robert Meeker & Assoc.


In Pennsylvania——
It's an important part of every well-rounded sales program!
• SCRANTON
☆ WILKES-BARRE
• HAZLETON
• BLOOMSBURG
WILK
ABC
5000 WATTS
"PULSE" for December 1952 reports WILK with 23 first place quarter hours, 7 A.M.-7 P.M., more than any other station in the market!
AVERY-KNODEL Inc. Nat'l Rep.
• New York
• Chicago
• Los Angeles
• Atlanta
• San Francisco
• Dallas
WILK-TV will soon be on the air with ABC and DuMont Networks. Its quarter million watts, E.R.P. will give you maximum coverage.

New KTBC-TV Studios

PERMANENT quarters at the Driskill Hotel in Austin, Tex., are being prepared for KTBC-TV, which expects to move in March 1. Installation and renovation in the 6[illegible]-year-old hotel includes construction of a 28-[illegible]30-foot studio, with studios and offices occupying an entire wing of the first floor. Remote facilities are being installed in the Crystal Ballroom. Station plans to take the air in late March, reports J. C. Kellam, general manager.

Grocery Contest

WOMEN broadcasters are eligible to compete for Life Line of America trophies, awarded annually by the Grocery Mfrs. of America, New York, for "outstanding contributions to the public understanding" of food processing.

STATION REPRESENTATIVES

Moore Opens Portland Office

ART MOORE & Son, Seattle radio-TV representative firm, expanded last week by opening a Portland, Ore., office at 617 Cascade Bldg. Headquarters are at 508 Jones Bldg. Roald G. Lund, former radio-TV director for Howard J. Ryan & Son, Seattle agency, has joined the Moore firm as a partner, headquartering in Seattle. Don Kneass, active in Portland radio for the past 20 years, has been named manager of the Portland office.

Mr. Kneass

Helen Mobberley Named Head of Forjoe National

PROMOTION of Helen K. Mobberley, sales manager of Forjoe National Inc., as general manager of the company was announced last week by Joseph Bloom, president of Forjoe & Co., parent organization. Forjoe National handles national representation for Transit Radio exclusively.

Miss Mobberley joined the Forjoe organization as sales manager in charge of Transit Radio in August 1952. She previously served as sales manager of Washington Transit Radio, sales manager of WINX Washington and in the sales department of NBC in Washington.

Mr. Bloom added:

"Transit Radio has gained a place of importance in the media field. The progress that we foresee in the months ahead makes it necessary to plan for the best possible management. There is no one better qualified than Helen Mobberley to assume management of Forjoe National; no one more thoroughly experienced in Transit Radio sales and management."

APPOINTMENTS

Gill-Perna Inc. appointed national representative for WGRD Grand Rapids, Mich.

George B. Hollingbery Co. appointed national representative for WNOW-TV York, Pa.

Adam Young Television Inc. appointed national representative by WFTV(TV) Duluth, Minn.

IN NORTH CAROLINA—

FM Pulled 5 Times More Inquiries at 1/17 The Cost

News for time buyers. Like you, Zenith had standard statistics available on FM radio coverage of AM "holes" and "white spots." But there's no information quite as interesting as actual results. So Zenith decided to put FM to the test with a nation-wide campaign of keyed spot announcements on Zenith Hearing Aids.

Results—at surprising low cost. In North Carolina, for example, FM pulled 5 times the number of inquiries obtained from AM, and cost per inquiry was only one-seventeenth of the AM cost. Nation-wide, the average cost of inquiries pulled by FM radio was 55% lower than that of AM radio.

Hundreds of static areas. Better investigate all the areas where AM broadcasts just can't get through because of local interference. In many of them, you'll find FM radio assures complete local coverage. The number of FM stations is steadily growing, and so is the importance of FM to your time buying schedules.

Special to Broadcasters

Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.

ZENITH

The royalty of television and RADIO®

ZENITH RADIO CORPORATION • Chicago 39, Illinois

COPR. 1953

wdod

is 1st in Chattanooga

Radio listeners give WDOD a big preference on a six or seven days per week basis. Here are the figures from the recent Standard Audit and Measurement survey:

wdod has 43% more daytime listeners than either Station A or Station B.

wdod has 54% more nighttime listeners than Station A, 86% more than Station B.

For maximum coverage in the Chattanooga market, it pays to put all your advertising dollars on WDOD.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

$250,000 in New Billing Signed for NBC-TV's 'Today'

SIGNING of seven new advertisers, representing more than $250,000 in billings, as participating sponsors of NBC-TV's early morning program, *Today*, (Mon.-Fri., 7-9 a.m. EST and CST), was announced by the network Thursday. New sponsors are:

The Trailer Coach Mfrs. Assn., through J. Walter Thompson Co., for one five-minute segment a week each Wednesday, for 52 weeks, starting April 1. The campaign is the first of its kind undertaken by TCMA and will spearhead a program of local dealer promotional tie-ins in TV markets where the show is seen.

John Morrell & Co. (Red Heart dog food), Ottumwa, Iowa, through N. W. Ayer & Son, for five-minute segments on Thursdays and Fridays, for 13 weeks beginning March 5.

Liberty Mutual Fire Insurance Co., Boston, through BBDO, for one five-minute segment a week, for 13 weeks, starting in mid-February.

Polaroid Land Camera Co., Cambridge, Mass., through BBDO, for one five-minute portion a week for six weeks, starting in mid-February.

Bymart Inc., New York, through Ruthrauff & Ryan, for five five-minute segments spread over four weeks, effective last Wednesday, and five-minute segments for four consecutive Fridays thereafter.

Nash-Kelvinator Corp., Nash Motor Div., Detroit, through Geyer Adv., for three five-minute segments in one week on three consecutive days, starting March 4.

Food Specialties Inc. (Appian Way pizza pie), New York, through Chambers & Wiswell Inc., for one five-minute segment for two weeks, effective this Friday (Feb. 13).

LBS vs. Ball Clubs Case Set for May 11

$12 MILLION suit by Liberty Broadcasting System against 13 of the 16 major league baseball clubs has been deferred to May 11, with prospects that the case may not be decided before early next year.

The trial originally was to have come up Jan. 19 in U. S. District Court, Northern District of Illinois, Eastern Division, Chicago, but was postponed to accommodate the taking of additional testimony.

Liberty is now undergoing bankruptcy proceedings in Dallas, headquarters of the former network. In its suit, all major league teams except the Cincinnati Reds, Chicago White Sox and Brooklyn Dodgers are named as defendants, charged with anti-trust violations. Liberty claims the clubs refused to permit the network to carry its *Game of the Day* broadcasts. It filed suit last February and disbanded as a network later.

White Quits, Stone Succeeds

RESIGNATION of Henry S. White as business manager of CBS-TV's program department and the appointment of Louis Stone to succeed him were reported last week, effective immediately.

Mr. White, who plans to return to independent production of programs after a short vacation, was president of World Video Inc. before joining CBS in the spring of 1950.

Mr. Stone joined the CBS-TV Business Affairs department in June 1951 after serving as executive assistant to motion picture producer David O. Selznick.

the RIGHT COMBINATION *for maximum performance at minimum cost*

NO SPLICES. As always, plastic-base Audiotape in 1200 and 2500 ft reels is guaranteed *splice-free.*

NO FRICTION SQUEAL. Perfected anti-friction process eliminates annoying tape squeal—prevents "tackiness" even under extreme temperature and humidity conditions.

MINIMUM DISTORTION. Audiotape's oxide coating is especially formulated to give *maximum undistorted output.* Comparative tests show its marked superiority in this respect.

MAXIMUM UNIFORMITY. All 7" and 10" reels of plastic-base Audiotape are *guaranteed* to have an output uniformity within ±¼ db—and a reel-to-reel variation of less than ±½ db. And there's an actual output curve in every 5-reel package to prove it!

PRECISION TIMING. Improved reel design with 2¾" hub reduces timing errors by eliminating the tension and speed changes formerly encountered at the beginning and end of the winding cycle. Ratio of OD to hub diameter is the same as the standard NAB 2500 ft reel.

CONSTANT PITCH is another advantage of the new reel design resulting from the more uniform tape speed throughout the winding cycle.

SLOWER ROTATIONAL SPEED, due to larger hub diameter, minimizes vibration and avoids possible damage to tape on fast forward and rewind.

REDUCED HEAD WEAR can also be expected, because the maximum tape tension is materially decreased.

audiotape gives you all these advantages at no extra cost!

* Trade Mark

This new 1200 ft plastic reel with 2¾" diameter hub is now being supplied on all orders for 7" reels unless otherwise specified... at no increase in price. Remember—with Audiotape, there's only *one* quality—the finest obtainable! Audiotape is available in all standard size reels from 150 to 5,000 feet.

AUDIO DEVICES, Inc.
444 Madison Ave., New York 22, N.Y.
Export Dept. 13 East 40th St., New York 16, N.Y., Cables "ARLAB"
audiodiscs audiotape audiofilm audiopoints

FINESHRIBER BECOMES NBC V.P. & G.M.; ADAMS ALSO RAISED TO V.P. POST

Mr. Fineshriber moves into integral post, bringing him and NBC President White together for the third time. David C. Adams is promoted to vice president for administration.

WILLIAM H. FINESHRIBER Jr., former executive vice president of Mutual, has been elected NBC vice president and general manager of the radio and TV networks [CLOSED CIRCUIT, Jan. 19], and David C. Adams, NBC director of special projects, has been promoted to vice president for administration.

Mr. Fineshriber

Their elections to vice presidencies occurred Friday at the monthly meeting of the NBC board and are being announced today (Monday) by President Frank White.

Mr. Fineshriber, who joins NBC March 2, and Mr. Adams both will report to John K. Herbert, vice president in charge of the radio and television networks, who made known their respective spheres of operations as vice presidents.

Mr. Adams

"Mr. Fineshriber brings to his new position the practical experience of more than 20 years in network operations," Mr. Herbert said. "He is widely recognized in the industry for his ability and for his contributions to the advancement of broadcasting. Because of Bill's demonstrated talents in that field, I am particularly pleased to have his assistance in the management of our two networks.

"The election of Mr. Adams as vice president recognizes his outstanding ability in handling administrative projects. His talents too will now be used on a broader basis in our network operations."

NBC is the third network at which Mr. White, who assumed the presidency Jan. 2, and Mr. Fineshriber have served together. They were colleagues at CBS, where Mr. White rose to the presidency of Columbia Records, and at Mutual during Mr. White's tenure as MBS president.

Mr. Fineshriber, now 43, entered radio after graduation as a Phi Beta Kappa from Princeton U. in 1931, followed by advanced study at the Sorbonne in Paris. He served CBS first as a member of the publicity staff, leaving in 1934 to manage Carnegie Hall in New York and returning in 1937 to serve in a succession of important posts. He was general manager of the program department when he resigned to join Mutual in 1949. There he reached the executive vice presidency when Mr. White moved to NBC.

Currently on vacation following his resignation from Mutual to accept the NBC post—the same one held by Mr. White before his elevation to the presidency—Mr. Fineshriber is a member of the NARTB Board and the BAB Executive Committee. At MBS he was was a board member as well as executive vice president, and was a vice president and a director of General Teleradio Inc., which operates the General Tire & Rubber Co. radio-TV properties, including Mutual.

Mr. Adams, now 39, joined NBC as assistant general counsel in December 1947 after some six years with FCC. He was elected vice president and general attorney of RCA communications Inc. in July 1948, but moved back into the NBC organization the following January as assistant to the executive vice president.

At FCC, which he joined in September 1941, he served successively as chief of the International Legal Section, assistant chief of the Common Carrier Division, and assistant to the General Counsel. He also was a member of the Cable and Radio Committees of the Board of War Communications during his FCC tenure, which was interrupted by two years of military service.

Mr. Adams was a member of the U. S. delegation to the Atlantic City Radio, Telecommunications and High Frequency Conferences from May to October 1947, serving as chief assistant to Charles R. Denny, then chairman of FCC and of the three conferences, who now is an NBC vice president. Mr. Adams also was a member of the U. S. delegation to the Moscow Five-Power Telecommunications Conference and a U. S. observer at the London meeting of the International Telegraph consultative committee, both in 1946.

Mrs. Sidney R. Oberfelder Dies

FUNERAL services for Mrs. Sidney R. Oberfelder of New York, mother of Ted Oberfelder, ABC vice president in charge of owned radio stations, were held there last Thursday. Mrs. Oberfelder died Tuesday. Her husband and a son survive.

South Rises Again

CBS Television, via Edward R. Murrow's *See It Now*, made a nation-wide apology to the citizens of Gastonia, N. C. on Feb. 1. Some 50,000 Gastonians, proud of their Rambin' Rebs drum and bugle corps (one of two to represent the state at the Presidential Inauguration), rebelled violently after a CBS-TV producer switched cameras just as the Rebs were rambling into sight on TV screens.

WBTV (TV) Charlotte, blasted in Gastonia papers along with the network for the slight, issued an apology and its managers started scouting the newsreel field for shots of the Rebs' appearance in the parade. A letter from a local Gastonian to Mr. Murrow, however, reminding him of his North Carolina origin, resulted in fast dispatch of a *See It Now* correspondent, who shot the Gastonia story a fortnight ago.

POOR RICHARD Club's Gold Medal of Achievement Award goes to William Paley (r), CBS board chairman, from Joseph L. Tinney, Poor Richard president and WCAU-AM-TV Philadelphia vice president, during club's annual award dinner in that city [B•T, Jan. 26]. Award was for "contribution to the strength of the nation through service to government."

CBS Radio Names Novins Director of Public Affairs

PROMOTION of Stuart Novins, CBS Radio associate director of public affairs, to director of public affairs was announced Wednesday by Adrian Murphy, president of CBS Radio.

Mr. Novins

In his new post, Mr. Novins will report to Mr. Murphy. Wells Church will relinquish the duties and title of CBS Radio's director of public affairs but will continue as director of news and special events.

As CBS Radio's director of public affairs, Mr. Novins will supervise special documentary programs of national interest and educational, religious, discussion and general public affairs programs.

ABC Western Div. Shuffle Affects Publicity, Promotion

PUBLICITY and promotion departments have been shuffled at ABC's Western Div. Radio and TV will each be serviced by a publicity-promotion department, and both will be aided by a newly-created department, known as publicity-promotion services, Bill Phillipson, division director, has announced.

Stanton Kramer, publicity and sales promotion manager for Bing's Things Inc., division of Bing Crosby Enterprises, is director of publicity-promotion for ABC-TV Western Division and KECA-TV Los Angeles. He reports to Phil Hoffman, KECA-TV manager.

Jon Wells Barkhurst, advertising-promotion-publicity manager for CBS-TV's *The Homemakers' Exchange*, New York, becomes director of publicity-promotion for ABC Radio Western Div. and KECA Los Angeles. He reports to Amos Baron, manager of KECA.

Merwin Travis, sales promotion manager for ABC Western Div., heads radio-TV publicity-promotion services for the network, and is responsible to Mr. Phillipson.

Emerson Board Abandons Webster-Chicago Merger

STOCKHOLDERS of Emerson Radio & Phonograph Corp. were told last week the company's proposed merger with Webster-Chicago Corp. had been abandoned by Emerson's board of directors.

Benjamin Abrams, Emerson president, told stockholders at their annual meeting Wednesday in New York the contemplated merger encountered opposition from some Webster-Chicago stockholders, "as well as apparently sharp dissension within the Webster-Chicago company."

Mr. Abrams predicted a record $5 billion billings for the radio-TV industry in 1953, including sales of 7½ million TV sets and 10 million radio receivers and armed forces purchases of electronic equipment exceeding those of any other year since start of the Korean War.

All company directors were re-elected. They are: Mr. Abrams, Louis Abrams, Max Abrams, F. Eberstadt, Richard C. Hunt, Dorman S. Israel, and George H. Saylor.

Emerson Color Sets

EMERSON Radio & Phonograph Corp. plans to start production of color TV sets on a limited scale in early 1954, its president, Benjamin Abrams, told stockholders last week (see story above). First sets will be high-priced in comparison with current black-and-white models, he predicted. Mr. Abrams said Emerson is continuing developmental work on a compatible color TV system and said he was confident that such a system would be approved by FCC.

Uhf Stations to Lease Klystrons Under GE Plan

GENERAL ELECTRIC Co. has released details of a plan under which its new klystron tubes for uhf transmission will be leased to telecasters.

GE believes its plan for direct lease of the giant klystrons is a unique marketing method in the broadcast industry. The tubes will be leased directly by television stations from the GE Tube Dept. at a fixed rate per broadcast hour.

GE recently began production at the klystrons at its tube works at Syracuse. Varian Assoc. Inc., San Carlos, Calif., already has built a limited number for GE.

E. F. Peterson, GE Tube Dept. marketing manager, said the rental plan will relieve the uhf telecaster of worrying about the cost of transmitting tubes. Rental charges will include stand-by tubes for emergency service. GE said the klystron's 15 kw maximum power output is higher than any transmitting tube now on the market, and that it is the only tube which will make uhf reception comparable to the ranges now covered by vhf.

Raytheon to Add Plant

PLANS for erection of a new plant in Quincy, Mass., to manufacture and warehouse TV picture tubes were announced Jan. 23 by C. F. Adams Jr., president of Raytheon Mfg. Co., Waltham, Mass.

What Happened to Meat Prices?

THE year-end report of the U. S. Bureau of Labor Statistics makes mighty good reading for people who like meat, and that means about everybody.

It shows that as of December 30, average wholesale meat prices were 20% lower than the levels of August 19—the high point of the year.

While declines at retail aren't the same for all grades and cuts, by watching for specials you can get more mileage for your meat money than you could a short while back. This is especially true if you will remember that there is a lot of good meat around besides center cut pork chops . . . or fancy steaks from top grades of beef.

What's the reason for lower meat prices? The answer is simple *— greater meat production —* more livestock came to market during this period.

Meat prices follow the age-old law of supply and demand . . . how much meat there is, how many people want it, and how much they have to spend for it.

Did you know

. . . that there are more than *4,000 individual meat packing companies* in the United States . . . that they compete with each other daily both for the meat animals and for customers . . . that this two-way competition (plus modern, mass-production methods and full use of by-products) brings your meat to you at a *lower service cost between farm and table than almost any other food?*

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

RCA Scholarships to 18

ANNOUNCEMENT of RCA scholarship awards to 18 university students majoring in science or engineering was made Thursday by Dr. C. B. Jolliffe, RCA vice president and technical director. The scholarship grants, worth $800 each, are for the current academic year.

Dr. Jolliffe said seven scholarships have been awarded for the first time at the U. of Notre Dame, West Virginia U., Wellesley College, U. of Cincinnati, Franklin & Marshall College, U. of Florida and Indiana U. Miss Marijane Curran, a student at Wellesley, has become the first woman to receive an RCA scholarship, Dr. Jolliffe added.

Admiral Revises Companies

MERGER of seven subsidiary distributing companies into two corporations and creation of two other corporations to handle foreign sales have been announced by Admiral Corp., Chicago.

Admiral Distributors Inc., New York, will combine the New York distributing division and the appliances distributors branch of Chicago. A second firm will maintain distributing units in Boston, Milwaukee, San Francisco, Los Angeles and San Diego.

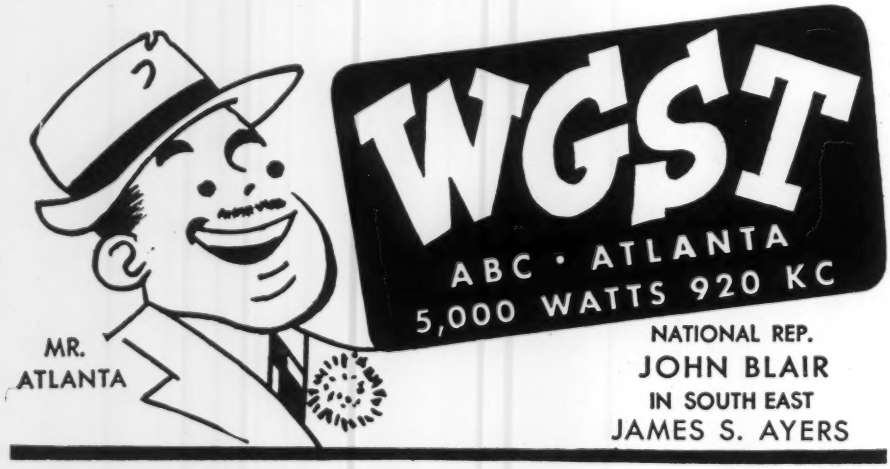
Importance of exports dictated formation of Admiral International Corp. and Armiral Corp. Interamericana, said Ross D. Siragusa, Admiral president.

Audio Contest

CONTEST offering more than $1,000 in prizes for the best 14 articles on the use of tape and disc recording to improve efficiency, quality and economy in a radio or TV station or recording studio was announced last week by Audio Devices Inc., manufacturer of Audiodiscs and Audiotape. Information on special gadgets or techniques developed to meet specific recording needs will be particularly welcome, the announcements said, adding that photographs or drawings should be used, if possible, to illustrate the articles. First prize is $250.

There also are three $100 prizes and ten $50 awards, and $25 will go to any other entrant whose article is published in an Audio Devices publication. Entries must be postmarked not later than midnight May 1, and should be addressed to Sound Recording Contest Audio Devices, 444 Madison Ave., New York 22. Material becomes the property of Audio Devices and entries will not be returned.

WGST is every sales manager's sweetheart in the booming Atlanta market. The reason is simple—WGST is loaded with CPM. C — is for circulation in the 36 surrounding counties of the retail trade zone. P — is for hard selling programming, both local and net. M — means top-drawer merchandising support all down the line. Let WGST do a selling job for you and you, too, will be sending her valentines.



Equipment Shorts

Pentron Corp., Chicago, announces production of pre-amplifier and tape transport mechanism for use with any existing audio amplifier, radio, TV or combination.

Allied Radio Corp., Chicago, announces production of new Knight vacuum tube volt-ohm-milliammeter kit with six ranges for measuring AC peak-to-peak volts. Kit includes six milliampere ranges and five capacitance ranges.

Barber-Colman Co., Rockford, Ill., announces publication of Catalog F 3941-2 containing information on all Barber-Colman industrial controls.

Cinema Engineering Co., Burbank, Calif., has issued new CE series of resistors encapsulated in cast epoxy. They are available in three general types.

Frank A. Emmet Co., L. A., named southern California and Arizona distributor for Central Electronics, that city (record players, components and accessories).

Electronic Components Div., Stackpole Carbon Co., St. Marys, Pa., announces production of new Stackpole Type A-12 DP-ST line switch designed for handling high currents at low voltages.

Precision Electronics, Franklin Park, Ill., announces production of new Model LJ2 high fidelity amplifier. Power output is 8 w with peak of 18 w.

Kittleson Co., L. A., appointed distributor in four Western states for Reon Resistor Co., Yonkers, N. Y. (wire wound resistors).

Neely Enterprises, L. A., appointed distributors of Telefunken microphones in four Western states area.

Gerald B. Miller Co., Hollywood, Calif. appointed engineering sales representative in four Western states by Kron-Hite Instrument Co., Cambridge, Mass. (servo filters, oscillators and other electronic equipment).

Precision Equipment Co., Chicago, has published new catalog on steel shelving and lockers as well as other storage and maintenance equipment for industrial and institutional uses.

Magnatran Inc., Kearny, N. J., announces production of Unitized Rectifier ready to connect to AC line and DC load. Unit features packaged high voltage DC source.

PERSONNEL RELATIONS

West Coast AFL Protests Foreign-Made Films

IN AN ATTEMPT to curb foreign TV film production, Roy Brewer, West Coast IATSE representative and chairman of AFL Hollywood Film Council, has gone directly to local sponsors of the programs. Involved in the latest action are Los Angeles Brewing Co., using KNBH (TV) for *Foreign Intrigue*, filmed in Europe, and Thrifty Drug Stores, using KECA-TV for *Affairs of China Smith*, shot in Mexico.

The brewery, through its agency, Warwick and Legler, reports no change in programming. Thrifty, through Dan B. Miner Co., has withdrawn the Mexico-made six films which had been scheduled for showing on *Affairs of China Smith*.

Removed from List

Removed last week from the council's "unfair list" was Interstate Television Corp., subsidiary of Allied Artists, which had recently contracted for its second series of 13 half-hour "Hans Christian Andersen" films, produced in Denmark by Scandinavian-American Television Co. After the council asked networks, prospective sponsors and the American Assn. of of Advertising Agencies to refuse the series, Interstate President G. Ralph Branton explained he had invested money in the venture before the AFL campaign and it would be his only foreign-made TV product.

NABET, NBC, ABC Agree On New Wage Contract

THREAT of a strike by members of the National Assn. of Broadcast Engineers and Technicians (NABET-CIO) against NBC and ABC was averted Jan. 31 by an agreement on wages and working conditions at a meeting in Atlantic City.

Negotiations were conducted in accordance with a wage-reopening clause in the contract. A spokesman pointed out that a "no strike" provision in the pact would have expired on Jan. 31 at midnight.

He said the agreement provides for "substantial" wage increases, a reduction in the length of service escalator clauses and certain job reclassifications. The contract now runs to Jan. 31, 1955.

NABET represents some 2,000 ABC and NBC employes in New York, Chicago, Washington, Cleveland, Hollywood and San Francisco.

PROFESSIONAL SERVICES

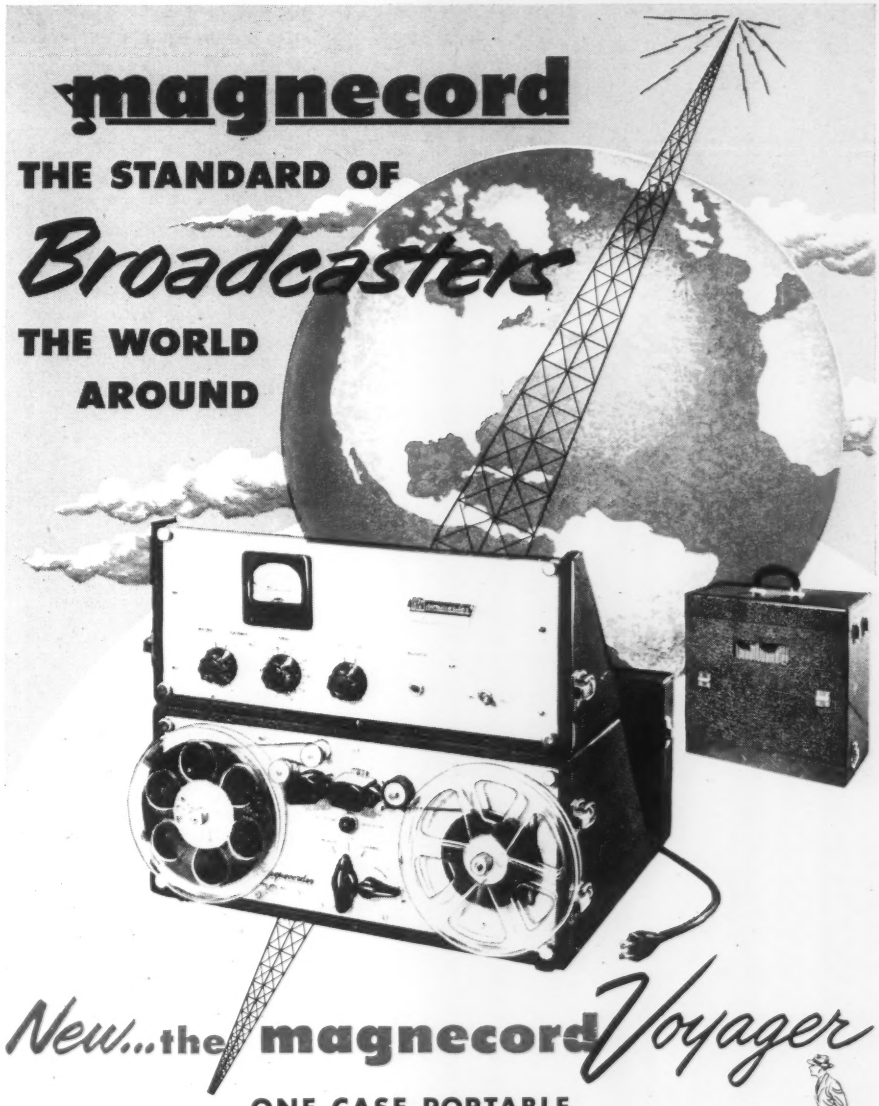
Graim Named to Gillett

RICHARD J. GRAIM has been named an associate with Glen D. Gillett & Assoc., consulting radio and television engineering firm, Washington, D. C. Mr. Graim was with Jansky & Bailey, Washington consulting engineers, during the last war and through 1950, primarily engaged in research. The first six months of 1951 he was with the U. S. Signal Corps, later joining Gillett & Bergquist.

Concurrently with the naming of Mr. Graim as an associate of Mr. Gillett, Paul Bergquist withdrew from the partnership of Gillett & Bergquist to go into other fields. His future plans have not yet been announced. Glen D. Gillett & Assoc. is located at 982 National Press Bldg. Telephone is National 8-3373.

magnecord

THE STANDARD OF Broadcasters THE WORLD AROUND



New...the magnecord Voyager

ONE-CASE PORTABLE PROFESSIONAL TAPE RECORDER

The Famous Magnecorder— Standard of Broadcasters

A New Convenience—Here, in a single case, is a professional portable recorder and amplifier that you can carry with one hand. Broadcasters everywhere appreciate the ease with which the Voyager can be handled—the way it lightens their remote work. Newest member of the famous Magnecord family... sturdy, rugged, reliable—always producing perfect recordings.

Professional Quality—Frequency response with tape is ± 2 db from 50 to 15,000 cycles per second. The amplifier has bridging and low impedance mike inputs; 600-ohm balanced output and two-speed (7½" and 15") equalization and headphone monitor jack on front. Optional: automatic tape lifter.

Unlimited Uses—To lighten all remote work—Advertising agencies and radio stations are finding the flexible Voyager can be used in countless ways—air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions and client presentations.

For demonstration, see your telephone directory under "Recorders," or write

Magnecord INC.

225 West Ohio Street, Dept. B-2 Chicago 10, Illinois

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

Bank clearings for '52 were up 12%, nearly $200,000,000 over the previous year. Obviously, the 110,250 radio families (15% more people than ever recorded here before) are spending more money than ever, speaking well for the prosperity of this community.

See Avery-Knodel for complete details

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.

KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

William J. Dooley, WBBM Chicago, appointed sales and advertising manager, Mead Cycle Co., Chicago (Ranger bicycles).

Victor Elting Jr., advertising director, Quaker Oats Co., elected vice president in charge of advertising, succeeded by **Robert S. Macdonald.**

Clark T. Ames Jr., vice president in charge of production for Philip Morris & Co, elected to board of directors. **George Weissman** elected a vice president while continuing duties as assistant to president in fields of general administration and public relations

M. W. Osborne Jr., advertising managing, B. F. Goodrich Chemical Co., Cleveland. promoted to international sales manager for company, succeeded by **George B. Koch.**

Fred Jenkins, credit investigator, Farmers & Merchants National Bank, L. A., promoted to advertising manager.

Andrew H. Talbot Jr. named director of public relations for Pabst Brewing Co. He will coordinate activities of firm's branch offices, headquartering in Chicago.

Dorothy Collins, women's page editor, *Rocky Mountain News,* Denver, and former fashion editor, NBC, to Shwayder Bros. N. Y. (Samsonite luggage), as public relations manager.

Donald E. Kennedy, sales manager, sportswear div., Jantzen Knitting Mills, Portland, Ore., elected to board of directors.

Joel D. Rosenblum, 46, treasurer and advertising director, Shwayder Bros. Inc., Denver (Samsonite products), died Jan. 21.

Agencies

Len Hall Jr., copy chief, BBDO, Cleveland, elected vice president. **Carl Davis** and **Roger Verran,** copy chiefs in Buffalo and San Francisco offices, respectively, elected vice presidents.

B. Harold Miller to Conti Adv., N. Y., as assistant to president.

Harwood Hull Jr. elected executive vice president and senior partner of Publicidad Badillo Inc., Santurce, P. R.

Alfred J. Roby Jr. and **Wells W. Spence,** account executives, McCann-Erickson, N. Y., elected vice presidents of agency.

Jim Meltzer, TV department, Antrim Short Agency, Hollywood talent agency, to Irvin Rose Agency, that city, as radio-TV director.

Henry Gerstenkorn, sales manager for Raymond R. Morgan Co., Hollywood, on Don Lee Network *Lucky U Ranch,* opens own L. A. merchandising-advertising agency at 668 S. Coronado St. Telephone is Dunkirk 4-4616.

Arthur Napoleon, head of TV commercial production department, Biow Co., N. Y., transferring to agency's Hollywood office to supervise production of TV commercial work and to develop more West Coast sources of TV commercial production.

Jack Herrick, assistant to **E. A. Tischler,** publicity director, Hoffman Radio Corp., L. A., to Robert J. Black Adv., that city, as account executive.

Fred DeLano, columnist, *Long Beach Press-Telegram,* Long Beach, to West-Marquis Inc., that city, as account executive.

Wm. G. Stannard, formerly of J. Walter Thompson Co., and Erwin, Wasey of Canada Ltd., Montreal, to Harold F. Stanfield Ltd., Montreal, as director of marketing.

Arnold N. Fujita, free lance artist, to Foote, Cone & Belding Inc., S. F., as art director.

Edward M. Story, controller, Marfred Adv., N. Y., to Kastor, Farrell, Chesley & Clifford, that city, in same capacity.

Frank W. Berrien, Ruthrauff & Ryan, N. Y., to Picard Adv. Co., same city, as account executive.

Revill J. Fox, account executive, MacGruder, Bakewell & Kostka Inc., Denver, becomes partner in firm, which changes name to **Kostka, Bakewell & Fox Inc.**

Milton H. Klein, operations manager, KLAC-TV Hollywood, to Fennell Adv. Agency, that city, as director of productions. **Jon Ross,** account executive, KALI Pasadena, and **Sanford L. Kahn,** copy chief, Kent Goodman Adv., Hollywood, to agency in same capacities.

J. Warner Evans to Lewis & Gilman Inc., Phila., as assistant account executive. **William J. Kane Jr.** appointed head of agency's media department. **Nelson Ross** added to production staff.

S. Tebbs Chichester Jr., sales and audience promotion advertising staff, WMAL Washington, to Kal, Ehrlich & Merrick, same city, as assistant to William B. Mullett, account executive.

Lloyd Durant, TV commercial production manager, Compton Adv., N. Y., to Biow Co., same city, as a TV creative supervisor.

Betty Conway, Kenyon & Eckhardt, N. Y., to Smith, Hagel & Snyder, N. Y., as media buyer.

Walter L. Scott, Westinghouse Electric International Co., to Morey, Humm & Johnstone, N. Y., as writer in sales promotion section of copy department.

Grace Rauworth, J. R. Pershall Co., Chicago,

HARRY MAIZLISH (l), president-general manager, KFWB Hollywood, welcomes home Al Jarvis, disc jockey, who left the station seven years ago after serving 11 years there. Beginning Feb. 22, Mr. Jarvis starts a seven times weekly, three-hour show, *Make Believe Ballroom,* on KFWB. Currently he is on KECA-TV Los Angeles.

named manager of media.

Kenneth Laird, vice president, Tatham-Laird Agency Chicago, named chairman of Illinois Mass Communications Committee for Brotherhood Week, Feb. 15-22.

Stations

John Doscher, account executive with WOR New York Spot Sales Dept., to spot sales staff of WJZ-TV New York, in same capacity.

John R. Vrba, national sales manager, KTTV (TV) Hollywood, adds duties as general sales manager. **Leslie H. Norins,** account executive with station, promoted to local sales manager.

Mr. Vrba

Bob Gillespie, program director, WBIS Bristol, Conn., appointed station manager.

William E. Walker to KGMB Honolulu, as account executive. **Gordon Freund** and **Robert Savage** added to KGMB-TV account executive staff.

Glen Elroy Augspurger to sales staff, KMBC Kansas City, Mo.

Bernard E. Neary appointed sales manager, WINZ Miami.

Howard W. Maschmeier, program director and assistant manager, WPTR Albany, N. Y., promoted to manager.

Mr. Maschmeier

Robert W. Potter appointed program director, WFTV(TV) Duluth, Minn.

Warren F. Warner, program director, WTVN (TV) Columbus, to WLWC (TV) same city, in same capacity.

Jack Murphy, S. F. representative, Walker Co., N. Y., Burn-Smith Co., Chicago, and Harlan G. Oakes & Assoc., L. A., appointed manager of KVSM San Mateo, Calif.

Donald Cronberg, WAAF Chicago, to Chicago sales branch of WOR New York as salesman.

Dick Schunk, assistant sales manager, KSJV Sanger, Calif., promoted to sales manager.

James T. Johnston to WJBK Detroit, as commercial representative.

John P. Haskell, account executive, KTTV (TV) Hollywood, has resigned effective Feb. 15. Future plans will be announced.

James P. Hensley, national spot sales account executive, Columbia Pacific Radio Network and KNX Hollywood, shifts to KNX as local sales account executive. **Ralph Glazer,** sales service manager, CPRN-KNX, transfers to KNX *Housewives Protective League* as merchandising manager.

John T. Cashion to WBUY Lexington, N. C., as station manager.

Bob Klein, commercial manager, KSJV Sanger, Calif., returns to KLAC-TV Hollywood in same capacity.

James H. Logan, manager of broadcast operations, WMAL-AM-FM Washington, resigns to devote full time to Telestar Productions, pro-

they came! they saw! they BOUGHT!

harry m. miller, inc. advertising . . merchandising
595 E. BROAD ST. COLUMBUS 15, OHIO Adams 7243

November 14, 1952

Mr. Frank Jones
WBNS-TV
495 Olentangy River Road
Columbus, Ohio

Dear Mr. Jones:

I thought you would be interested to know the affect of the advertising schedule for our client, Pickerington Creamery, on WBNS-TV's "Aunt Fran and her Playmates" series.

The reaction from the trade has been highly satisfactory. Pickerington's powdered milk, comparatively unknown before this recent TV campaign, has gained distribution in many new outlets, and repeat orders for the product are high. Your station merchandising department outdid itself in preparing the point-of-sale material which called attention to our television schedule. Despite the fact that a 70¢ purchase is required to secure Aunt Fran's Fingertip Puppet premium, including box top and 25¢, the returns have been most gratifying.

Very truly yours,
HARRY M. MILLER, INC.
John W Corbett Jr
John W. Corbett, Jr.
Account Executive.

Indicative of all WBNS-TV's product promotion, both Pickerington Creamery's product and an appealing premium were cleverly integrated into the top-rated Aunt Fran show . . . resulting in a gratifying sales increase for the client.

WBNS-TV, the Nation's Number 1 Test Market Station.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

gram package firm of which he is co-owner.

John S. Allen, business and sales manager of WTVJ (TV) Miami elected to board of directors of Southern Radio & Television Equipment Co., licensee of station, and vice president in charge of sales. **John Shay,** station operations manager, also elected to board of directors.

Wilson Edwards, account executive, KSDO San Diego, promoted to assistant manager. **Norman Kay,** station's sales staff, named sales manager.

George Arnold Jr. to sales staff, KCBS San Francisco, as account executive.

Jim Topmiller, commercial manager, WKCT Bowling Green, Ky., to sales staff, WHAS Louisville.

Pede Worth, KCBS San Francisco, appointed program director, replacing **Fred Ruegg** who transfers to N. Y. as assistant director of labor relations for CBS.

Buddy Pappas, director, WTOP-TV Washington, to WBAL-TV Baltimore, as director of *Homemaker's Institute* series. **Bob Raiford,** WTOP announcer, to announcing staff, WBT-WBTV (TV) Charlotte, N. C.

Arnold Snyder to WTTM Trenton, N. J., as director of news and special events.

William H. Malone to WBIG Greensboro, N. C., as chief engineer.

Frank Lokey, announcer, WNOX Knoxville, Tenn., to WRDW Augusta, Ga., in same capacity.

Mannie Klein has returned to WHLI Hempstead, L. I., engineering department after service with U. S. Army in Germany.

Bob Nelson to news staff, WNAX Yankton, S. D. **Art Smith,** news director there, elected to board of governors of Sioux City Chamber of Commerce.

Stan Freberg, voice of Cecil on KTLA (TV) Hollywood *Time for Beany*, to do voice of the beaver in Walt Disney Productions feature length animated cartoon, "Lady and the Tramp."

Hugh B. Terry, president and general manager, KLZ Denver, elected honorary vice president of Denver Area Community Chest. **Lee Fondren,** KLZ national sales director, elected first vice president of city's Advertising Club.

Lester G. Spencer, general manager of WKBV Richmond, Ind., named 1953 general campaign chairman of Red Cross for Wayne County.

Roger Rambeaux, KLZ Denver promotion manager, elected executive secretary of Pioneer Foundation for student aid.

Leif Jensen, announcer, WDRC-AM-FM Hartford, father of boy, Gary, Jan. 26.

Stanley Spero, account executive, KMPC Hollywood, father of girl, Laurie, Jan. 25.

Bill Bransome, announcing staff, WCAU-AM-FM Philadelphia, father of girl, Jan. 30.

Gertrude Richards, time cost estimator, ABC New York, and **Bill Albrecht,** engineer, WNEW New York, were married Jan. 31.

Bernie LaPlante, sales promotion director, WTAG Worcester, Mass., and Jean Bourdon were married Jan. 31.

OFF for a 47-day Mediterranean cruise with his wife is P. A. (Pat) Sugg, manager of WKY-AM-TV Oklahoma City.

Fred Nelson, assistant film editor, KNXT (TV) Hollywood, father of boy, Steven Frederick, Jan. 29.

Si Goldman, general manager, WJTN Jamestown, N. Y., father of girl, Gail Meurice, Jan. 31.

Bob Shannon, staff announcer, KNXT (TV) Hollywood, father of boy, Robert Stevan, Jan. 29.

David Andrews, announcer, KMBC Kansas City, Mo., father of boy, Richard Joseph. **John C. Gilbert,** station's music director, father of boy, Lawrence Allison. **Joe H. Knoche,** KMBC recording technician, father of boy, Joseph.

Networks

Hugh J. Stump, manager of CBS Radio Spot Sales, S. F., transfers to Chicago office as account executive.

Laurie Anders, CBS-TV *Ken Murray Show*, signed to seven-year contract by Ken Murray Enterprises for TV and motion pictures.

Lucille Ball and **Desi Arnaz,** co-stars on CBS-TV *I Love Lucy*, named official sweethearts of L. A. 1953 Heart Fund campaign.

Robert Alan Aurthur, TV and magazine writer, to NBC-TV New York as literary director for *Television Playhouse* and script editor for *Mr. Peepers.*

Carl Abrams, ABC New York publicity department staff writer, promoted to writer of on-the-air promotion for ABC-TV.

Don Ross, merchandising manager, KNX Hollywood *Housewives Protective League*, shifts to CPRN-KNX as national spot sales account executive. **Grace Neuwerth,** assistant sales service manager, CPRN-KNX, promoted to sales service manager. She is succeeded by **John Schallert.**

Robert Young, star of NBC radio *Father Knows Best*, cited by Greater Los Angeles Chapter of National Safety Council for "his genuine, sincere and continuing interest in the cause of highway accident prevention."

Paul Dixon, DuMont Television Network disc jockey, named "King of Hearts" for 1953 Heart Fund's disc jockey committee.

Robert E. Noble Jr., director with ABC radio, father of twins, boy and girl, Jan. 18.

Robert F. Hurleigh, director of MBS Central Div. news bureau, named co-chairman of Boy Scout radio and newspaper committees fund raising drive.

John Berg, ABC Chicago director, father of boy, William.

Mort Lachman, writer for NBC-AM-TV personalities **Ralph Edwards** and **Bob Hope**, father of boy, Jan. 30.

Equipment

Joseph P. Waters, advertising and sales promotion manager, General Electric Supply Co., L. A., to Hoffman Radio Corp., that city, as assistant to Don E. Larson, advertising director.

Henry A. Crossland appointed sales manager of special products, receiver dept., General Electric Co., Syracuse, N. Y.

Horace W. Royer, product analyst, receiver dept., General Electric Co., Syracuse, N. Y., presented with Charles A. Coffin award for "major role in the development of Ultra-Vision . . . "

Paul H Frye, research and engineering director, Raytheon Television & Radio Corp., Chicago, appointed general manager of newly formed special products div., succeeded by **Robertson Gannaway,** chief technical engineer.

Robert J. Rorden appointed chief engineer of Gertsch Products Inc., L. A., electronics test equipment manufacturers.

James L. Hollis, project and group engineer, Collins Radio Co., to E. C. Page Consulting Radio Engineers, Washington, D. C.

Robert K. Burbridge appointed district sales manager for Pittsburgh, Cleveland, Akron and Charleston, for radio-TV div., Sylvania Electric Products Inc. **C. R. Bower** appointed to same position in Denver, Des Moines, Kansas City, Omaha and Wichita.

Ray E. Greiner, purchasing agent for International Graphite & Electrode Div., Speer Carbon Co., St. Marys, Pa., appointed director of purchases for firm.

Mickey Freeman, publicity manager, Hoffman Radio Corp., L. A., father of boy, Feb. 2.

Services

Robert M. Silliman and **John A. Moffet,** consulting radio engineers, move offices to 1405 G St., N. W., Washington, D. C. Telephone is Republic 7-6646.

Geoffrey Coleman Mulligan to TV dept., Press Releases Inc., N. Y., public relations firm.

William P. Maloney, head of publicity, BBDO, N. Y., resigns to open own public relations firm.

Program Services

Phil Davis Musical Enterprises Inc., N. Y., assigned by Arnold & Co., same city, to originate musical trademark for Old Monastery Wines.

Maurice B. Mitchell, vice president-general manager, Associated Program Service, father of boy, Keith Edward, Jan. 28.

XUM

BROADCASTING TELECASTING

features

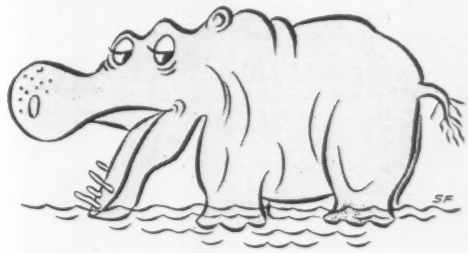
An Agency Predicts TV's Final Size
Page 77

Is Community TV Here to Stay?
Page 82

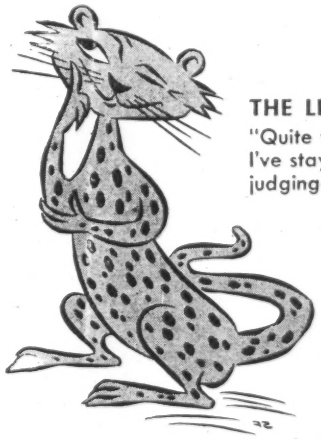
Radio vs. TV As News Media
Page 84

Fables of the leopard and the hippo— 6

ON GETTING GOOD VALUE



THE HIPPO:
"I've grown too flabby and too slow.
And all I sense is just what's
underneath my nose."



THE LEOPARD:
"Quite the other way, for years
I've stayed in trim by
judging all there is to see."

THE MORAL: Wily advertisers (like the Spotted Leopard) will stay in trim, too, by regularly reappraising *media* values.

Those who use Spot TV find their investment worth more each day. Reaching more homes. Making more sales per dollar spent.*

They carry no excess weight. Because they buy only the stations, markets and times that fit their needs.

At costs which fit their budgets.

Buy growing values. Buy Spot TV. On these thirteen select stations.

* Number of TV homes up 22.6%, cost per available home down 17.8% (nighttime hour), on Petry represented TV stations, Jan. 1—Nov. 1, 1952.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KECA-TV .....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WJZ-TV ..... New York
WTAR-TV .....Norfolk
KMTV .....Omaha
WOAI-TV ....San Antonio
KGO-TV ....San Francisco
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

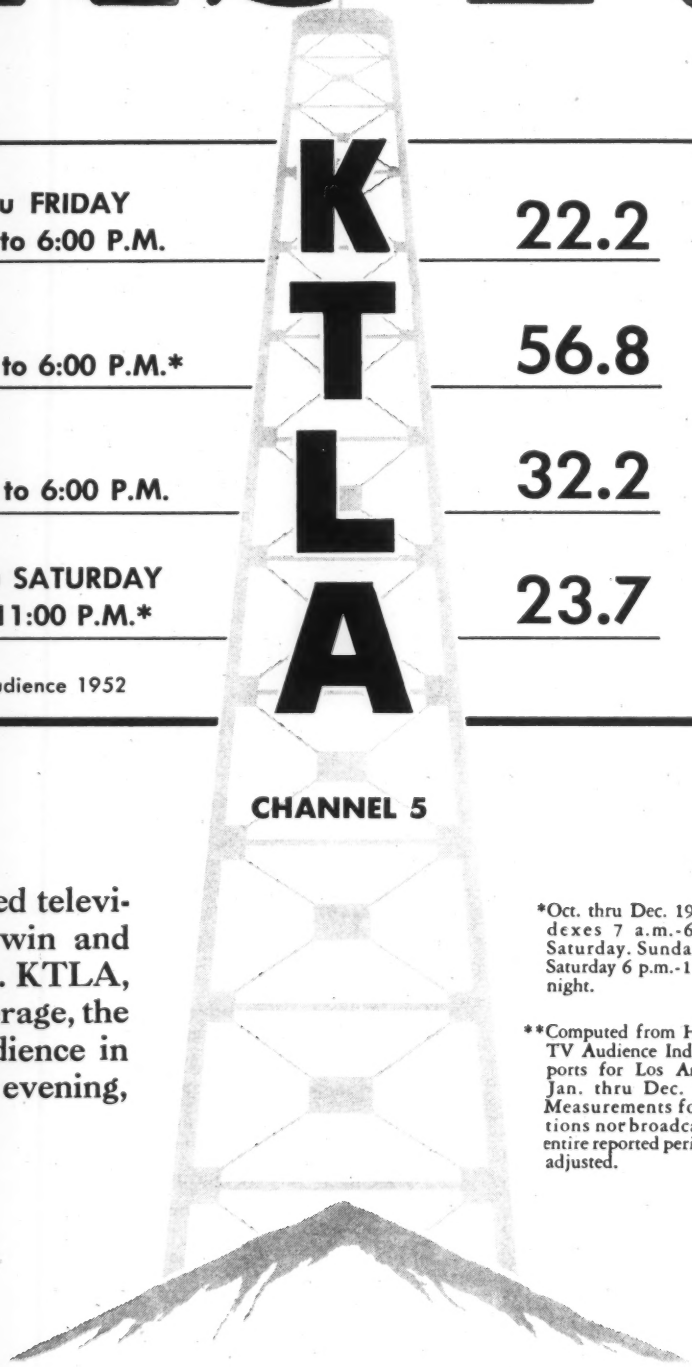
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

FIRST!

THE BEST ADVERTISING BUY IN LOS ANGELES

MONDAY thru FRIDAY 12:00 NOON to 6:00 P.M.	22.2
SATURDAY 12:00 NOON to 6:00 P.M.*	56.8
SUNDAY 12:00 NOON to 6:00 P.M.	32.2
SUNDAY thru SATURDAY 6:00 P.M. to 11:00 P.M.*	23.7

Share of TV audience 1952



CHANNEL 5

KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday. Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations nor broadcasting entire reported period are adjusted.

KTLA Paramount Television Productions, Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE
New York · Detroit · Chicago · Boston · Memphis · Hollywood · San Francisco

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

an agency's memo to a client

how BIG will tv be?

For one of its major accounts, Sherman & Marquette prepared a prediction of things to come in television. Here's an adaptation of that report, prepared by the agency's media director for BROADCASTING • TELECASTING. It's a view of TV's ultimate development, in terms of its usefulness to the national advertiser.

By John B. Crandall

THIS study is an attempt to predict where we will end up when all television grants have been finalized both in terms of the number of television markets and also in terms of time costs expressed by the Class A hour rate.

When the freeze went into effect in September 1948, television was just starting to come into its own as an advertising medium. By the time the freeze was lifted in July 1952 television had grown as a medium to a point where it was too important and potent to be ignored, too expensive to just be added on top of other media, yet too limited in coverage to be a completely national medium.

With the lifting of the freeze, we are faced with the problem of just where to add markets, and our appraisal is intensified because of the growing costs of existing television facilities. Basically, grants are being given now in three categories: (1) uhf grants in markets without television or with limited or contested vhf allocations, (2) vhf grants in medium and small sized markets, and (3) uhf grants in markets with television where either the remaining vhf channel is "hotly" contested or where the single vhf allocation is already assigned.

The Allocations

The FCC television allocations have been worked out in order to bring television to the greatest possible number of people. Because of the limited number of possible vhf allocations, it was found necessary to use uhf in areas of highly concentrated populations. However, these allocations were set up in relation to markets and not necessarily market or area potential.

Market potential has always been a basic yardstick in market selection in buying any medium. Both in terms of present television markets and from what we can see for new television markets, this yardstick will not only continue to apply but must be applied more stringently in view of the "blue chip" costs involved in television. Any medium will become progressively more expensive in terms of cost per thousand homes reached as you decrease in size of market population. In most mediums, this increase in cost per thousand follows an arithmetic progression —in television the increase is closer to a geometric progression.

It therefore becomes more necessary in television to carefully examine markets to be added and to reexamine markets currently being used. Right now many markets are being added to television. Besides judging the new markets in terms of potential it is also necessary to give special attention to new uhf stations in areas with an existing penetration of vhf homes. It has been our experience that conversion to uhf has been extremely slow up to the present time.

In view of the markets being added at the present time, it is our opinion that we should try to look ahead and see just where we will end up when all the contests are over and television has reached maximum saturation in all markets. Exactly when that will be is surely hard to predict in view of the "hot" contests for certain allocations and the variance of saturation development in certain sections of the country.

Before making actual market measurements, we feel that we should try to determine just what is the minimum number of people or homes necessary in an area in order to support a television operation. We know that along with high advertising costs, television is proportionately as expensive for a station as for an advertiser, both in construction and in operational costs. Therefore we have attempted to project minimum construction and operational costs along with maximum gross revenue to a station.

From a consensus of all people from all branches of the industry, we feel that the minimum construction expense of a station that plans live local programming is $800,000. Certainly a station could be constructed without studios or cameras but such an operation could not expect full national and local advertising income. From an analysis of several stations in various sized markets, we feel that the minimum annual operational expense of a station would be $450,000. If the construction expense were amortized over the accepted five year period, the annual minimum expense of a station for the first five years would be $610,000 and $450,000 thereafter. This does not allow for replacement of equipment or other unforeseen costs.

ABOUT THE AUTHOR

Mr. Crandall is media director of Sherman & Marquette, New York, and in that role has devoted a great deal of time to on-scenes investigation of television operations and development. He has been with the agency for seven years, since his release from wartime service with the U. S. Air Force in Europe. Before the war, he was with Kudner Agency, New York, for a year and before that was with Benton & Bowles, New York, as radio timebuyer and media buyer.

Formula for Gross

In terms of maximum expected income we have studied the 1952 gross income of three stations that are completely sold out and have a normal balance between network, national spot, and local income. Each of these stations is in a one station market. From the relation of the total gross of the stations to their Class A hour rate, we found that you can take the hour rate of a station and multiply it by 1,600 and arrive at a very close approximation of gross annual income. As a check on this formula we were able to apply it to eight additional stations where we were unable to get the actual gross figures but were able to have the stations apply this formula. The results showed a variance of from minus 3.4% to plus 12.3%.

From analyzing the experience of all stations on the air before the freeze we found that the growth of saturation was:

1st year—18%
2nd year—37%
3rd year—42%
4th year—53%
5th year—62%

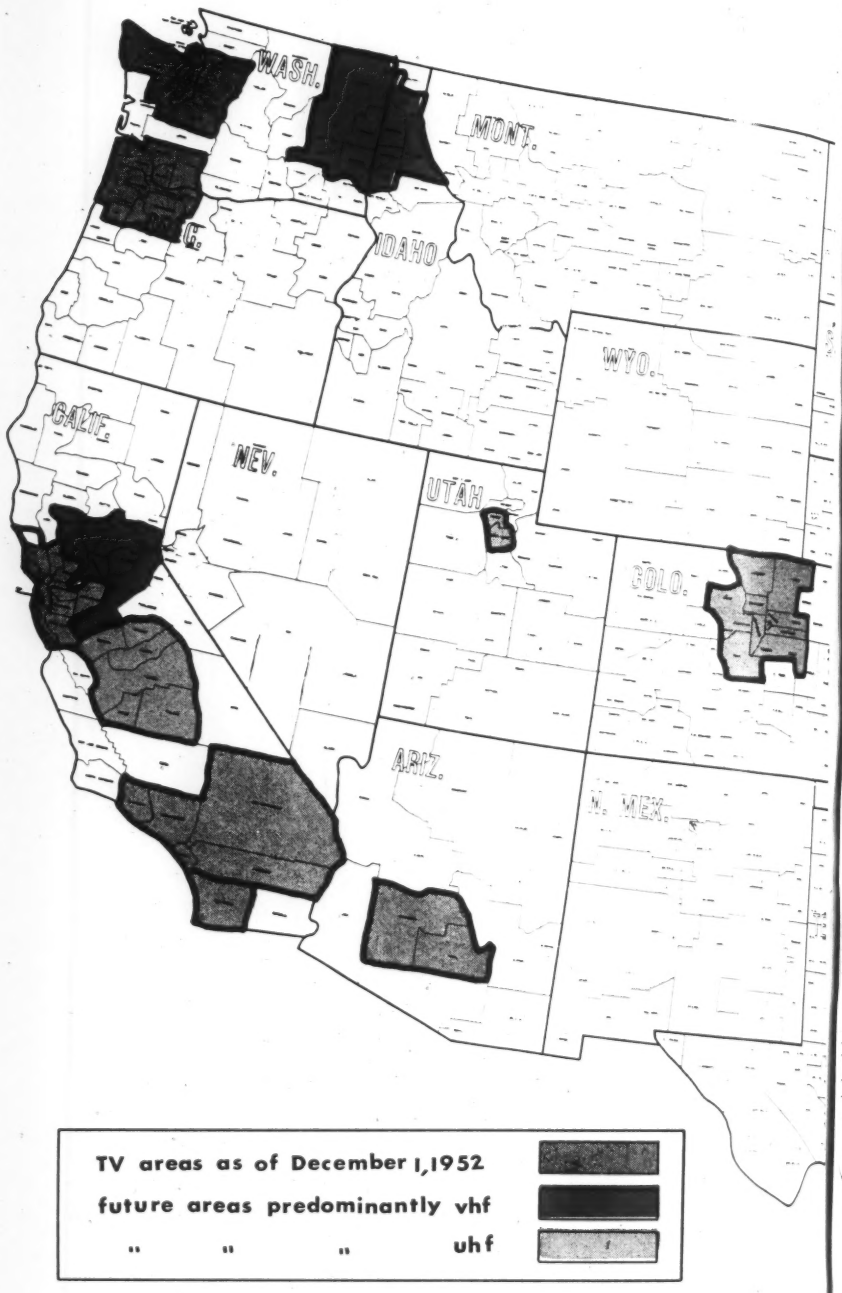
We realize that this experience must be adjusted to allow for the fact that television itself was growing during that period and is at a point today where better set development may be expected. From talking to various people in the industry, we feel that the following saturation table is more in line today for new markets:

1st year—25%
2nd year—50%
3rd year—75%
4th year—80%
Maximum saturation—80%

Now let us examine various sized markets

AN AGENCY'S CONCEPT OF TELEVISION'S FUTURE

Map at right shows existing TV markets (in gray) and future markets that contain minimum of 350,000 population which Mr. Crandall deems necessary to support healthy TV stations. (For distinctions between future areas that will be predominantly uhf or vhf, see legend.) To plot map of post-freeze TV, agency took all markets with TV grants or applications pending, drew 50-mile circle around each, throwing in any county that was at least one-half inside the circle, but counting only those counties not already covered by TV. Combining existing and future markets, agency found total of 112 market areas that have 350,000 population or more each.



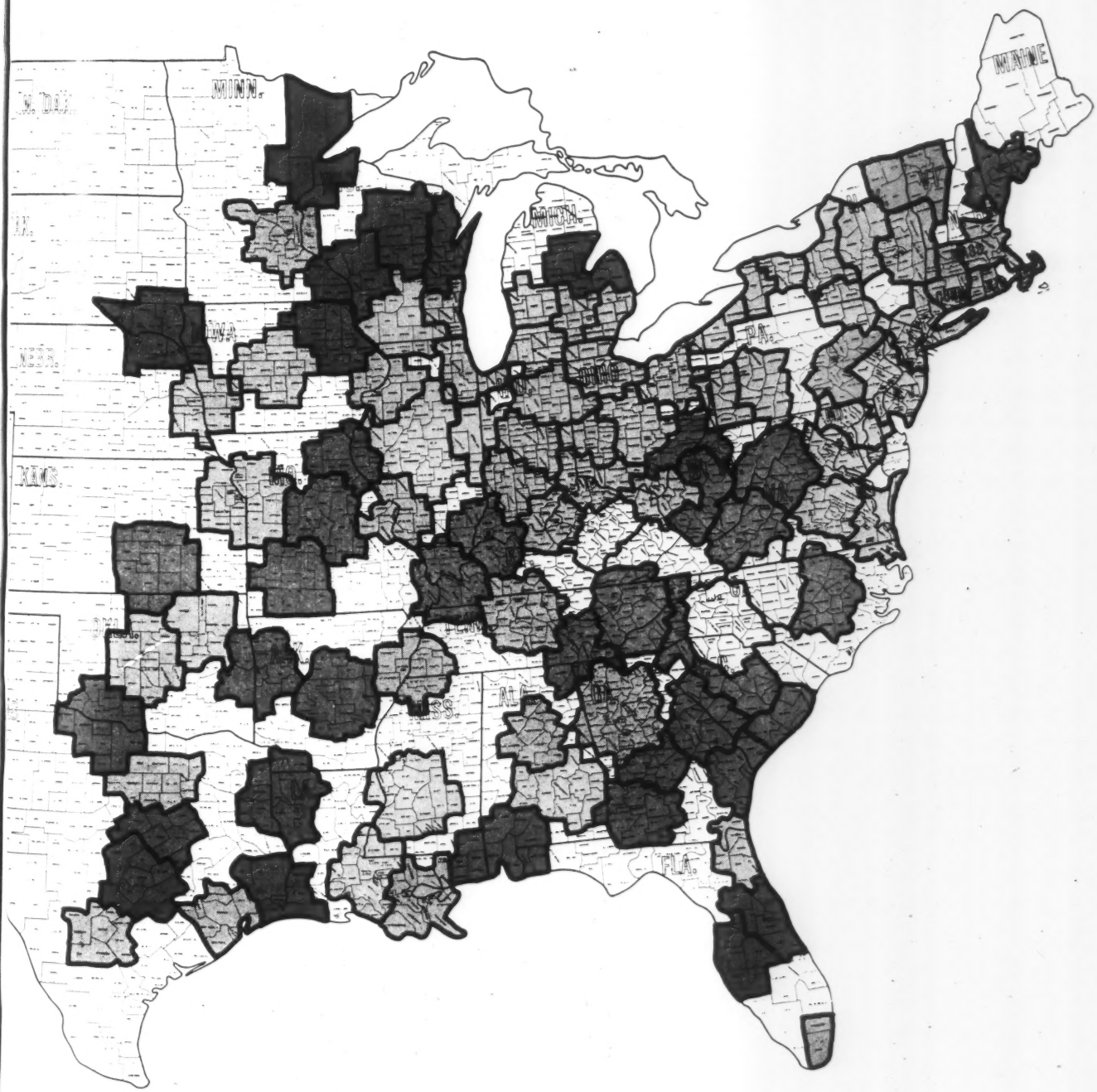
based on the foregoing information. We will assume that each of these markets will be on the cable (thereby getting live programming and assuring maximum saturation), that construction and operational expenses will be minimum and that gross income will be maximum. Actually, in order to enjoy the income figures shown, the station would have to be completely sold out the day it starts on the air. The gross hour rates shown are based on one of the major network's compensation table in relation to the number of sets in the market.

Years On Air	% Saturation	Gross Hour Rate	Gross Income	Gross Expense	Net	Cumulative Net
			250,000 Population—50 Mile Radius			
1	25%	$200	$320,000	$610,000	$—290,000	$—290,000
2	50%	300	480,000	610,000	—130,000	—420,000
3	75%	375	600,000	610,000	— 10,000	—430,000
4	80%	400	640,000	610,000	+ 30,000	—400,000
5	80%	400	640,000	610,000	+ 30,000	—370,000
6	80%	400	640,000	450,000	+190,000	—180,000
7	80%	400	640,000	450,000	+190,000	+ 10,000
			350,000 Population—50 Mile Radius			
1	25%	$250	$400,000	$610,000	$—210,000	$—210,000
2	50%	375	600,000	610,000	— 10,000	—220,000
3	75%	475	760,000	610,000	+150,000	— 70,000
4	80%	500	800,000	610,000	+190,000	+120,000

This could be worked out for any size market. As examples, a market of 300,000 would be in the black the fifth year and a market of 500,000, the third year.

From the above we feel that in order to support television as a sound investment a market must have a minimum of 350,000 population in its 50 mile radius. We fully realize that there will be cases where markets of smaller size will hold out the necessary time to be in the black where financing can be done easily. We also realize that there will be successful cases of profitable operations where new owners acquire properties after the basic equity has been written off. However, we feel that the exceptions will be few and prefer to use as a base a 350,000 population minimum. Please keep in mind,

XUM



the above tables represent maximum income, minimum expense and do not allow for possible summer drop in income.

In the map above we have shown the 112 markets that have a minimum of 350,000 population (see map caption page 78). These market areas account for 83.42% of total U. S. homes, 83.11% of population, 84.74% of retail sales, 85.69% of food sales and 85.71% of drug sales, based on *Sales Management* figures.

The table at right shows how these markets break down in the order of total homes and what 80% saturation would mean in terms of corresponding hour rates. The costs per thousands homes are also shown. Note how cost per thousand rises as market size diminishes.

No. of Markets	% Of U.S. Homes	% of U.S. Population	% of U.S. Retail Sales	% of U.S. Food Sales	% of U.S. Drug Sales	Cumulative Hour Rate*	Rate % of 112 Market Total Rate	Cost Per M Homes
10	32.53	31.65	36.14	38.60	35.64	$21,100	22.28	$1.45
20	42.88	41.93	46.93	49.20	47.53	32,325	34.13	1.69
30	50.99	49.93	55.31	57.57	55.59	42,025	44.37	1.84
40	57.26	56.46	60.84	62.85	61.23	50,325	53.13	1.97
50	62.44	61.65	66.00	67.63	66.65	57,825	61.05	2.07
60	67.04	66.15	70.44	71.85	71.24	64,850	68.46	2.16
70	71.19	70.40	73.84	75.16	75.03	71,600	75.59	2.25
80	74.93	74.43	77.12	78.28	78.11	77,975	82.32	2.33
90	78.04	77.59	79.98	81.06	80.88	83,625	88.28	2.40
100	80.72	80.40	82.40	83.43	83.34	88,975	93.93	2.46
110	83.02	82.68	84.37	85.33	85.32	93,725	98.94	2.52
112	83.42	83.11	84.74	85.69	85.71	94,725	100.00	2.54

*** Based on 80% saturation**

A BIG LEAGUE SHOW!

Phil Rizzuto's Sports Caravan

a sparkling 15 minute transcribed radio series

About Phil. Everyone knows him . . . 12 years with the world champion Yankees.

About the Show. A fast-moving 52 quarter-hour sports program for twice-weekly broadcast. 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.

Production. Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close.

Cost. Priced at incredibly low "quick-sale" rates.

For Details . . . Rates or Audition Discs Write, Wire or Phone

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WWJ

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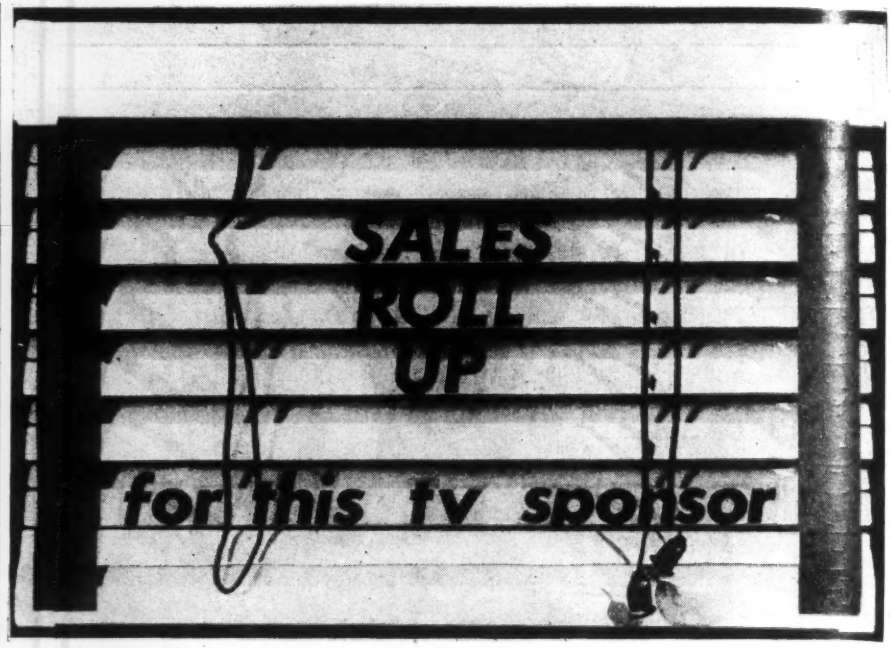


No more intricate assignment is apt to be given TV than to educate the public to buy venetian blinds containing parts made by this company.

THE CHALLENGE of selling venetian blinds in the winter is calculated to test the skill and ingenuity of even a super-salesman. Even more perplexing at this time of the year is the problem of selling venetian blinds containing specific brand-name venetian blind parts.

But Levolor-Lorentzen Inc., New York, maker of venetian blind parts, accomplished these two-fold objectives in handsome style this winter. And a substantial part of the credit, according to advertising manager Warren A. Bruce, belongs to television.

"TV has done a tremendous job," Mr. Bruce said. "It went far beyond our expectations."

The bright outlook at Levolor has been achieved by use of TV spots and a 15-minute TV film in New York, Chicago, Lancaster and Nashville. Mr. Bruce pins his faith so strongly on TV that in New York he scheduled the film, *The Levolor Short Story Theatre* over WJZ-TV New York in the time slot opposite Milton Berle and Bishop Sheen.

To understand fully the amazing selling impact achieved by TV for Levolor, Mr. Bruce pointed out, it is necessary to know the specialized problems of the trade, both in creating brand-consciousness and in marketing the product.

The Problem

"Here's the way the Levolor operation works," Mr. Bruce explained. "We make the parts, such as the slats or the wheels that make the blinds go up and down. We sell these parts to local venetian blind manufacturers. They, in turn, sell the parts to neighborhood dealers, who are the ones that must reach the consumer interested in buying a custom venetian blind. Levolor's TV program tells the consumer to insist on venetian blinds containing parts carrying the Levolor tag."

For years, according to Mr. Bruce, standard operational procedure in the industry was to advertise heavily in the so-called "shelter" publications, such as *Better Homes and Gardens* and *Home Furnishings*. But in May 1952 Levolor, through its agency, Friend, Reiss, McGlone, New York, decided to schedule a limited number of TV spots. The results were so satisfactory that the company decided upon a more ambitious undertaking—and *The Levolor Short Story Theatre* was born in October 1952. It was designed to stimulate business in traditionally sales-shy wintertime.

The Solution

"And the results were almost instantaneous," Mr. Bruce recounted. "By use of literature and counter cards promoting the program and the Levolor name, we started a chain reaction from Levolor to the manufacturer to the dealer that has resulted in increased sales all along the line. And amazingly enough, dealers report consumers are actually coming into their stores and asking for venetian blinds with parts bearing the Levolor tag."

The manufacturers have cooperated wholeheartedly by distributing counter cards and literature to dealers, who in turn have passed them along to customers. In Chicago, for instance, some 44,000 pieces of literature were made available to consumers two weeks after the TV program took to the air and five manufacturers requested 600 counter cards for their dealers.

Mr. Bruce maintains that any sound businessman knows a good thing when he sees it. Not long after Levolor took the dip in TV, he added gleefully, "Our competitors decided to get their feet wet too!"

(Photograph courtesy of American Airlines, Inc.)

"MOVING THE GOODS" IN THE Memphis Market

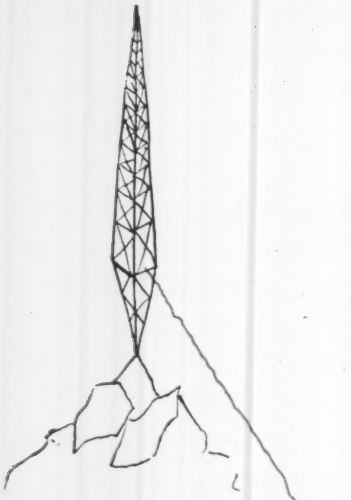
Air Express and Air Freight Service by six operating airlines over thirteen radiating lines are moving more and more goods into one of the nation's fastest growing areas. The fastest way to "move the goods" through retailers in this $2 Billion Memphis Market is to broadcast your message over WREC. You get the "better half" of both metropolitan and rural listeners at the lowest cost . . . and, a single schedule does it! Memphis No. 1 Station completely covers the 76 rich counties with quality programming that **keeps** them listening. (Ask to see the latest Standard Audit and Measurement Report and Hooper Ratings for **proof!**)

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS



Some prospective telecasters, especially those planning operations in smaller markets, are doing their best to keep community television systems out of their areas. Others welcome such systems as a means of extending coverage.

is community tv here to stay?

By Earl B. Abrams

ARE community television system operators going to unhook their coaxial cables from the mountain sides and streets of your community and silently steal away because you're going to put up a TV station?

Not so fast.

The community TV system enterprisers—small, local businessmen in the main—aren't feeling licked yet. In fact, they're quite cocky about the future of their little operations and they think they can hold on to them for some time yet—local telecasting or no local telecasting.

First, the service of providing TV programs to valley residents who normally should not expect to receive regular broadcasts has proved quite profitable. Although all of the estimated 160-odd systems in operation are not coining money, enough of them have paid off so they're not going to give up so easily.

Prime example of the successful wired TV system is that of Trans-Video Corp. in Pottsville, Pa. There the company took in $200,000 in installation fees with 1,500 subscribers signed up by the middle of last year. That number of subscribers also meant a monthly income of $5,625 at the rate of $3.75 per month each for maintenance and service. The installation fee is $135.

Entire cost of installing the mountain top antenna and running cables down the mountain side and on the streets of the Pennsylvania anthracite community was $200,000.

Rosy Future

In fact, Trans-Video is so sanguine about the future—it recently topped the 2,000-customer mark—that it is expending another $75,000 right now to transform its system from a three-channel facility to one furnishing six or seven channels.

A second reason for the optimism of closed circuit TV operators is this: The coming of a thousand or even two thousand free broadcast stations does not mean the 70-80,000 subscribers to community TV systems won't continue to desire additional signals. Basically, most of the TV-locked areas are small valley towns which may have one—or perhaps two—TV stations of their own. But, community TV men feel, local residents will want at least a choice of the four networks and will thus still be willing to pay for the extra services.

Another angle to the community TV operators' lack of depression about the future lies in the fact that it is not at all certain that a local telecaster will be able to get his pictures into every nook and cranny of his service area. This will be even more so with uhf, and in the small communities where closed circuit TV is paying off the FCC allocation largely calls for uhf TV.

There will always be a place for wired TV—in the mountain peaks and valleys of such states as Pennsylvania, West Virginia or Washington, the mountain top antenna men hold.

Martin Malarkey Jr., 35-year-old president of Trans-Video Corp. and also president of the National Community Television System Assn. and a highly successful appliance dealer in Pottsville, will be the first to admit that there is a basic conflict between a local telecaster and a community TV system operator. The wired TV service does limit the audience available to the telecaster, he acknowledges. But, he argues, "This is over-balanced by the fact that community TV systems extend the signals of other broadcasters.

Public Service Counts

"It is the service to the public that is the real criterion," he states. "If we can give the people a wider choice of TV fare, then there will always be a place for us," he continues.

In speaking to community TV operators in preparation for this article, B•T found unanimity on one point — although none wanted to be quoted. That is that there certainly will be some effect on wired TV where there are three or four local TV stations, bringing residents most or all of the network programs. Then, the leased TV men admit, the impact will be powerful and community TV operations will very possibly diminish to something more minor—if they are sustained at all.

They point to such cities as Harrisburg or Wilkes-Barre, Pa., where existing community TV systems face the threat of three free broadcast stations in each city.

A big question mark in the minds of community TV operators and of telecasters is that of booster or satellite operation to feed broadcast signals into shadowed areas beyond the reach of the direct TV signal.

Much hope is pinned on the outcome of the experiments currently being conducted by WSM-TV Nashville, which has been testing the extension of its Channel 5 signals to Lawrenceburg, Tenn., 70 miles away via a booster arrangement [B•T, Jan. 19].

An interim report indicated that fringe viewers can be fed a broadcast signal at a cost not more than $5,000 for each booster. If the booster idea works out in practice, then there might be a direct and straightforward competition to the community TV enterpreneur. For the telecaster would in a sense be providing exactly the kind of service the wired TV operator is—bringing TV signals down into the TV-barred areas—and for free!

It seems probable that the public is not going to pay for something it can get free.

There was some thought last year that the FCC would take a look at closed circuit TV systems. That doesn't seem probable at this time.

Last year, the Commission thought it had a logical case for such a study—that of J. E. Belknap & Assoc. which planned a series of microwave intercity relays to feed St. Louis and Memphis TV signals to Missouri, Kentucky and Southern Illinois towns. What made the application unique was that the same company planned to operate one of the closed circuit TV systems in its home town of Poplar Bluff, Mo.

The question that the Commission seemed to be eager to look into was whether a common carrier could also be one of its own customers. The circumstances would also per-

mit, it was thought, a general review of the community TV system and its relation to free broadcasting.

The Belknap principals, however, when informed of the Commission's interest—and why—decided not to be the guinea pigs in the situation. They amended their application so that as of now it is solely for common carrier privileges to pick up and relay among the various communities the signals of the St. Louis and Memphis TV stations.

As of this writing the Commission has not yet acted on the Belknap common carrier application.

It might be assumed that broadcasters, *in toto*, would be against community TV systems. This, however, is not the case at all.

There have been individual oppositions. Both KSD-TV St. Louis and WMCT (TV) Memphis announced they would refuse to authorize the pickup of their signals by the Belknap people. More lately, in an Asheville, N. C., imbroglio between local broadcasters and a projected community TV system, it was said that WBTV (TV) Charlotte would refuse to agree to such a pickup.

But in many, many other cases, telecasters rub their hands with glee at the idea of their signal being fed to TV-locked communities otherwise not counted in their sales areas.

The split is so pronounced—the major TV station owner welcoming this means to extend his audience and the local, potential telecaster irked with the competition—that even the NARTB, traditionally in the forefront in defense of free broadcasting, has decided to keep hands off.

Acrimony in Asheville

Latest flare-up between community TV operators and local broadcasters took place several weeks ago in Asheville, N. C. There Community TV Systems Inc., a Philadelphia outfit, sought city council authority to use the streets in stringing its wires to feed Charlotte signals to Asheville citizens.

Intensive opposition of local broadcasters—including the threat of WIZE that it might be forced to drop its construction permit for a uhf TV station if the leased TV system was approved—caused the city fathers to deny permission to use the streets for wired TV service [B•T, Dec. 29, 1952].

Great bulk of the existing 160-odd operating community TV systems are centered in the mountainous terrain of Pennsylvania and West Virginia. But California numbers almost a score, as does Texas and New England. There is even one in Montreal and in London, Ontario. Most are quite small, ranging down to 35 and 50 "connections." In income, they don't bulk large at all on a national basis, but they make a good living for a few local businessmen.

That community TV systems are living with broadcasters is apparent in the very nature of the service. All have to get permission from a TV station to pick up and deliver signals to subscribers. Some wired TV services actually operate within the service area of the station itself—in Seattle, home of KING-TV, two community TV systems operate in various sections of that hilly city. And in the rugged hills of New Hampshire, the Laconia leased TV service is partly owned by owners of WWNH Rochester, N. H.

Milton J. Shapp, president of Jerrold Electronics Corp., of Philadelphia, biggest operator in the field, states . . .

THE CASE FOR COMMUNITY TELEVISION

DURING the past several years Jerrold has installed 132 community systems in various towns throughout the United States, with more than 60,000 connections and, perhaps, 4 to 5 times that number of viewers. This considerable audience would not, to this day, have the entertainment and educational value of television if it were not for community systems. During the course of the coming year, our company alone anticipates expanding its community systems to the point where better than half a million connections will have been made, meaning a new television audience of from 2 to 3 million viewers. I am sure you will agree this past experience and future prospect qualifies us to state the case for community television systems.

Ready-Made Audience

Let us take up the various points in order: First, community television systems do not hamper but rather assist new stations going on the air. Is not the major problem of any new station, particularly in an area which has not had television before, the getting of an audience on the basis of which advertising contracts are obtained? With community TV, any new station has a ready-made audience of viewers.

In almost no case have stations on a community television network utilized all of the network possibilities if a local station is in a position to go network. Thus, the new station, at no cost to itself, is taken over the hump of an initial period of many months of building an audience by the prior existence of a livewire community TV system. If the station is not going network, then in any case it would have to depend on its capacity for local programming of sufficiently high quality to attract an audience. I think all broadcasters will agree that there are two widely different fields for attracting listeners—first, the national network shows, and then the local interest in programs of local origin. Any station able to produce programming of this quality can certainly effectively compete. Any station not able to produce such programs would certainly be rendering, at best, a very limited service to its community and, at best, would not attract a great many advertising dollars. The stimulus of reasonable competition on television as well as any other industry should not be underestimated in raising the level of the product all along the line. Community TV can only help in this regard.

Let us consider for a moment the question of set sales. It simply cannot be denied that the existence of community TV, as far as it has gone, has operated as a lever—in many cases the only lever—to open up new sales territory for the sale of receivers. Again, it appears axiomatic that the greater the number of stations—in other words, the greater variety of entertainment and education—that can be offered the public cannot help but result in a higher degree of saturation of set sales in any given area.

Next let us consider one of the major problems of the television-broadcasting industry—namely, the high cost of TV advertising. Obviously, at the stage in which the industry presently is, this is what might be called a "necessary evil." Nonetheless, from the point of view of the man who is spending the advertising dollar, in many cases the amount of coverage that TV can give him simply does not justify the expenditure required for TV advertising. He turns, instead, to other media—newspapers, magazines, etc. Community TV, stepping into this picture, provides vast additional coverage for the advertiser and for the TV stations without additional cost to either. Here, again, the economic benefits derive to all from community TV systems at a minimum cost spread among thousands, and perhaps eventually millions, of viewers. Already it has been possible to see the way ahead to reduce costs just as set manufacturers were able to reduce costs as volume went up and production methods became more familiar and simpler.

Community TV lends itself to many new developments forecast for the field. Let us take one in particular—the question of subscription television. Community systems are a "natural" for this. They provide a ready-made audience on a single connection network, which makes possible control and collections on a readily coordinated basis.

Blind Spots

Finally, let us take up the question of TV "blind spots." No matter what stations may do in the immediate period ahead, there will be "blind spots," some of them quite close to the transmitter. For example, Jerrold has a community system installed two miles from the transmitter at Johnstown, Pa., serving an area of 1,600 homes. These people would not get television from the Johnstown station without the benefit of community television.

In summary, I think it can be said, without qualification, that community TV is now and will in the future render a continuous service to the growing television industry. At this stage of the game, anything which effectively helps to increase the total television audience cannot help but benefit the industry. Of course this is presuming that the technical and physical capacity to render a much needed service is not abused. I believe that any study of the community TV systems will demonstrate that they are rendering a public service of an effective kind at a moderate price.

SPOT NEWS IS BETTER ON RADIO

Television news shows can be great, when the subject, the time and the production facilities happen to be in favorable conjunction, but for day in, day out presentation of the news, radio still turns out a better job.

By Paul W. White

SO THE gifted Ed Murrow and his able staff took a hundred grand and went to Korea around Christmas time and turned out a gut-buster.

So the networks set up almost every camera they could find on Inauguration Day and gave a nation, including its schoolchildren, a front-row view of one of democracy's finest hours.

So, too, television brought you the poignant moment when a defeated presidential candidate compared himself with a little boy who had stubbed his toe. The dramatic spectacle of a tongue of flame menacing human lives at a political convention. The dynamic picture of brawn against brawn in a goal-line stand within the Rose Bowl.

This was It. This was history-in-the-making. No other medium ever covered news-in-progress with such impact. Television was There. Everybody who watched it on the screen before his eyes was There.

It had taken only a few years for a new development in the science of communications to produce the Ultimate, or at least the near Ultimate. TV had become so technically expert and so magically revealing that all other media of information appeared wan and anemic.

Maybe.

But before hats are tossed in the air and the winner and new champion is too wildly acclaimed, let's sit on our hands for a moment.

Could be that radio, day in and day out, really does a more reliable and conscientious news job. Could be that television, except for its major triumphs, turns in a fairly lacklustre performance in telling the people what's happened.

I hazarded this opinion a couple of months ago in a luncheon speech I made in Cleveland at the annual convention of what from now on is to be known as the Radio and Television News Directors Assn.

The Luncheon Talk

No luncheon talk ever changed the course of anything. It's usually just one of the normal hazards on the chicken-a-la-king-and-green-pea circuit.

But this particular speech set off a somewhat unusual reaction. The trade press used quite a bit of it [B•T, Dec. 8, 1952]. *Newsweek* digested it for the length of a column. Requests for copies poured in and finally we printed a thousand of them and are still sending out a few every day to people who have heard of the thing by word-of-mouth.

Here and there, along the way, it's easy to see that some of those who sent for copies thought I was anti-television and pro-radio. Is that the fact? Anything but. Television pays me most of my salary and a man who bites the hand that feeds him shouldn't throw stones.

I'm simply asking that we not be blinded by TV's many virtues. Pictorial news is great when it *is* great. But more frequently it ranges from the dull to the mediocre—and even more frequently it's painfully slow and inadequate.

It's certainly no disservice to point out television's news weaknesses. The potentialities of the medium are so vast that enthusiasm is apt to get a bit out of control.

That's especially true when you realize that set ownership is as yet nowhere yet saturation, that television's geography is still restricted, that invention is almost certain to perfect new techniques in news coverage.

Even so, let's hold no obsequies yet for radio. Exactly 20 years ago this spring, you may remember, the press associations knuckled under to the publishers and denied their services to networks and individual stations. Radio would be such a terrific competitor, the press lords moaned, that newspapers would shrivel and collapse if news in quantity ever got on the kilocycles.

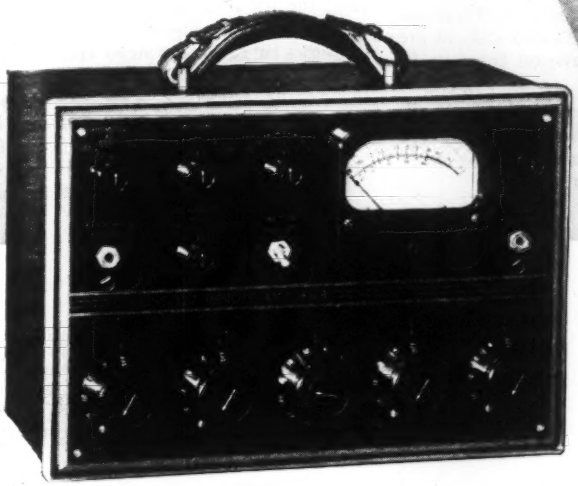
As a survivor of the so-called Press-Radio War, in which only the public was wounded,

Big events, like GOP convention, are TV's meat, but TV doesn't do well with ideas, Mr. White says.

SPECIFY COLLINS
for your REMOTE AMPLIFIERS

COLLINS 12Z Remote Amplifier

- small, lightweight for easy portability
- four microphone channels
- automatic switchover to batteries if AC power fails



12Z REMOTE AMPLIFIER SPECIFICATIONS

Input: Four channels, with individual controls and a master control.
Gain: Approximately 90 db.
Noise level: 60 db below program level or better.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1% at typical operating levels.
Frequency response: ± 1 db 50 to 15,000 cps.
Input impedance: Choice of 30/50 or 200/250 ohms.
Output impedance: 600 ohms (150 ohms available on special order).
Weight: Approximately 40 lbs. with batteries, 28 lbs. without batteries.

Carefully engineered to fulfill every requirement during a remote pickup, the Collins 12Z Remote Amplifier is the answer to an engineer's dream! Four microphone channels allow maximum coverage of the pickup. In case of AC power failure, switchover to battery power is automatic and instantaneous. Low microphonics of the 12Z's miniature tubes minimize "ring" if the Amplifier is jarred. All microphone cables and telephone line connections terminate on the back panel out of the operator's way.

On the front panel four individual gain controls and a master control employ Daven faders for smooth cross-fades and sensitive gain control. A range switch and meter switch connect a four inch illuminated VU meter to the proper circuit for measuring either the output level in volume units or the amplifier's operating voltages.

Batteries are standard size. Battery power automatically shuts off when the front cover is locked into position on the Amplifier.

Name the remote requirement and you'll find it's engineered into the 12Z. Specify the Collins 12Z Remote Amplifier for new equipment or replacement for inadequate or outmoded equipment. It's designed to solve both the operator's and engineer's problems on all remotes.

COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER

212Y SPECIFICATIONS

Gain: 85 db max.
Input impedance: 30/50 ohms or 200/250 ohms.
Output impedance: 600 ohms.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1.0% between 50-15,000 cps.
Noise level: 65 db below normal program level.
Frequency response: ± 1.0 db; 50-15,000 cps.
Weight: Approximately 10 lbs.

**dbm, 1 mw into 600 ohms*

Small size, light weight, high fidelity remote amplifier. Engineered for fast "set up" of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 60H mixer unit.

For dependable remote broadcast equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street NEW YORK 36	1930 Hi-Line Drive DALLAS 2	2700 West Olive Avenue BURBANK	Dogwood Road, Fountain City KNOXVILLE

XUM

STEER YOUR MESSAGE TO ....

West Texans WITH THE BIG 4

1 CONTRACT BUYS All FOUR at 20% Discount From Regular Rates

KRBC Abilene
5,000 Watts Day—1,000 Night

KGKL San Angelo
5,000 Watts Day—1,000 Night

KBST Big Spring
250 Watts

KTRN Wichita Falls
5,000 Watts Day—1,000 Night

CONTRACT 1 BILLING
For all Four

See Discounted Rates Under

West Texas Packaged Stations

OR CONTACT THE

John E. Pearson Co.

I can look back now on that whole disgraceful episode with some degree of detachment. How, one wonders in the light of hindsight, could the publishers ever have believed that a new and novel avenue of communication would ever slaughter an established one?

And yet we find a situation today where men of normally good judgment are saying solemnly that television is to become *the* mass medium of purveying information and that all other media must assume secondary roles.

Bust & Boom

There's a difference, though, between '33 and '53, the difference between Depression and Boom. The publishers squealed so loudly 20 years ago because their pocketbooks were hurt and they put up a formidable, if losing, battle of resistance. This year they're making money, the radio stations are making money, so let television continue its merry way unimpeded.

Thus television faces no organized hostility from its news competitors. If it falls on its own face as an avenue of instant communication it's because it scatters its own banana peels.

And that isn't exactly a fair metaphor, either. Because television's chief flaw in news coverage today is inherent in the news itself.

News so often nowadays is ideas. Ideas are hard to photograph. Not impossible to depict but difficult. Given enough time and enough money to get together a documentary, television can do the job. But in the first quick coverage, TV more often than not messes up the news by overuse of pictures in trying to explain an idea.

Examples? Plenty of them.

The Charles E. Wilson controversy, to take just one. Should a public servant own stock in a corporation with which he is almost certain to do business? That was the crucial question.

It could be recited quickly and succinctly on radio. And by an announcer on television, too, but currently that isn't the way TV works. No, the producing geniuses who guide it must have a "still" of Wilson and perhaps one of Eisenhower. Or they must drag out a tired film clip of Wilson and Eisenhower together. Or, more ingeniously, they should prepare a chart wrapped in ticker tape showing how much money Wilson would have to lose in taxes by selling his stock holdings. All of this overproduction merely clutters up the idea behind the news itself. It adds nothing; if anything, it subtracts the vital element of clarity.

Other examples? The dwindling of the NATO program. The rise of "strong man" rule in Egypt. The sad near-abandonment of the Schuman Plan. The rising Arab unrest. Budgets, treasury financing, tidelands oil, race segregation. All built on ideas and —at the moment of becoming news—far beyond the focus of any camera.

And let's face it—watching a man read the news or recite the news isn't much of a plus to understanding of that news. In a five-minute segment it's easy enough to take, but as the time grows longer, interest is apt to lag. The viewer often finds himself concentrating on the facial expressions or the mannerisms of the announcer rather than on the content of his words.

TV executives, of course, are aware of this and that's why they add newsreels and stills and all manner of other gimmicks to the news programs.

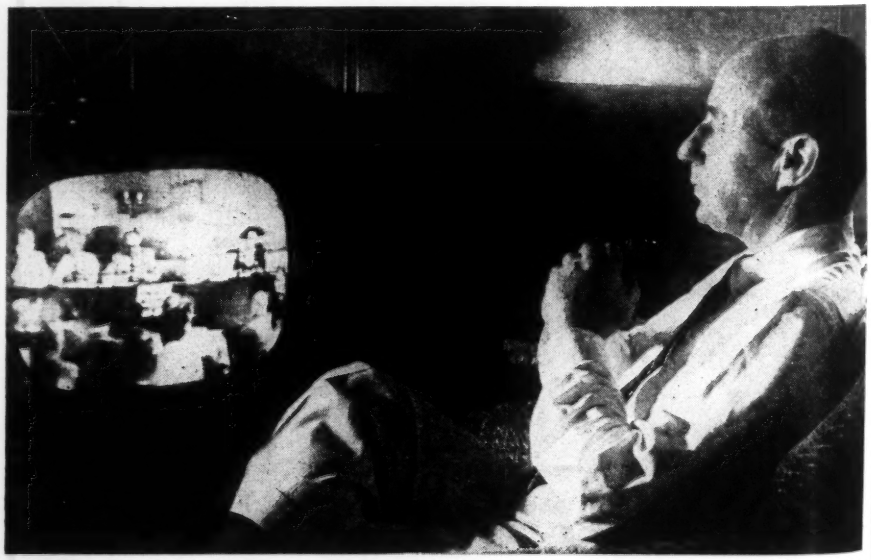
Newsreels Aren't Newsy

But the trouble is that there isn't much news in newsreels. You're looking at a news announcer and suddenly he says, "Well, highway development is an important aspect of our national life and today, in Ohio, a new freeway was opened to the public." There comes on your screen a view of rushing traffic and intricate clover leaves of engineering.

Now that announcer has as good as told you this:

"I don't have any other real news but I've got to fill out this program somehow and nearly everybody drives a car, so why not some footage on that new super-highway?"

Or it might be a beauty pageant, or the "first pictures" of a new volcano or a cute animal act or a style show aboard an ocean



AS GOOD a testimonial as any to the effectiveness of TV presentation of major public events, when time, money and facilities are available, is this picture. Adlai Stevenson, then a candidate for nomination, watches the Democratic convention in progress.

ABOUT THE AUTHOR

Now executive editor of KFMB-AM-TV San Diego, Mr. White is one of broadcasting's most respected news executives. As top news chief of CBS during the press-radio war and other grimmer conflicts like World War II, he developed or improved many basic techniques of news broadcasting.

liner. Whatever it is, it isn't news and to call it that is calculated deceit.

All of which, you understand, doesn't rob TV of its terrific immediacy in at-the-scene reporting.

But even here, TV has its problems, three of which at the moment are unsolved.

First, how many pre-set events are there to cover? The trend unfortunately is toward "exclusives" and "shut-outs" in what should be the wide-open field of sports. That may account for wrestling. Something has to account for wrestling. Then there's the matter of cost. Unless a sponsor can be found for the great public spectacles in the non-sports field, the expense of coverage is almost prohibitive.

Second, how much should the announcer talk? There's a considerable division of opinion on this. In sports, the expert wants him to shut up except when something needs to be explained. The novitiate wants it all spelled out. So, when a sports event is being covered by both radio and television, some people turn off the sound portion of their video sets and tune in just the picture and the radio version.

Third, how can you show two things at one time? The radio announcer can describe both offense and defense formations in a football scrimmage in the same sentence. TV is hard put to cover a punt with one camera and the safety men waiting to receive it with another—hard put, that is, without risking a choppy and unexplained effect. Then, too, there's the matter of sideshows in connection with the main event. Radio announcers handle them easily, but TV directors, wanting a choice of long, medium or close shots, usually have all their cameramen settling on the main event. And too many TV directors know a great deal about pictures and precious little about news.

This listing of some of television's news difficulties is by no means an indictment of the medium.

No, there are times when television news is good. There are times, including the Murrow visit to Korea, when it's better than good and actually superb.

But let those of us in the business not grow too ecstatic about our opportunities on the basis of the present professional record.

It's still a rugged climb to the top of the mountain.

CKLW
MUTUAL

LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

Adam J. Young Jr., Inc.
National Representative

J. E. Campeau, President

Guardian Building • Detroit 26

IF your advertising budget demands low cost coverage for the **best** response in the Detroit area, CKLW is the answer for the greatest "Dollar Distance" buy in radio!

•

CKLW covers a 17,000,000 population area in five important states!

•

50,000 WATTS
800 KC.

top performance **guaranteed**

RADIO & TV
STOPWATCH

Minerva

Filmmeter
Model #106F

Special Professional Price
$18.20 net

(side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog

5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

WIP MERCHANDISING STORY

THREE-fold study on the merchandising story in Philadelphia has been released in brochure form by WIP in that city. The folder presents the job that merchandising can do for prospective clients and analyzes all merchandising features offered by the four major stations who offer a merchandising plan in the city.

GLEASON REMINDER

A FUNNY-FACE kit containing a potato and equipment for various facial expressions was sent to editors to remind them of the *Jackie Gleason Show* on which Mr. Gleason takes the part of a number of characters. Program is sponsored by Schick Electric Shavers on CBS-TV, Saturday, 8-9 p.m. EST, through Kudner Agency, N. Y.

SPANISH SERIES

SERIES of 28 Spanish-language transcribed programs produced by WWRL Woodside, L. I., under title of *American Way of Life* has been ordered for rebroadcast in February by KUFN Phoenix. Designed to assist Spanish-speaking listeners to become citizens by teaching highlights of American history, series has been offered at cost by WWRL to stations throughout country.

TALENT SHOWCASE

IN an effort to showcase prospective TV talent, producer Bill Brennan will each week feature an aspiring video actress on KNXT (TV) Hollywood *Bachelor's Haven*, weekly half-hour panel program sponsored by Pearson Pharmacal Co. for Ennds. After being introduced to the viewing audience by program moderator Johnny Jacobs, she will serve as telephone girl and take incoming calls.

SYMPHONY DRIVE

FOR the third year, WGMS Washington on Feb. 8 dedicated an entire broadcast day and night to the sustaining fund campaign of the National Symphony Orchestra. All programs on that day were devoted to a telephone pledge campaign. Listeners were asked to sponsor free children's concerts during the 1953-54 season of the National Symphony. Last year's radio drive brought in $4,765 in pledges and provided for three free concerts.

'MUSIC SOAP OPERA'

ONLY "music soap opera" in the business is being aired by WHAS Louisville, Ky., according to station officials. *Our Home Town, a* daily 45-minute show, features Hoby Wolf who uses 20 different voice characterizations in developing a story line through the show, introducing pop songs along the way. Mr. Wolf portrays himself as a disc jockey working at WVIC (Voice of Indigo Creek). Other characters are a gossipy neighbor, telephone operator, druggist, butcher and grocer.

PLUG FOR THE HOUSEWIFE

MBS and the Independent Grocers Alliance will launch their second national grocery store sales promotion event, "Wife Week," starting today (Monday) and ending Saturday. Stressing the theme that "the little women should take a week's vacation from housework," the campaign will include network announcements and special programming by MBS and extensive in-store promotion in more than 5,000 IGA outlets.

NO INTERRUPTION

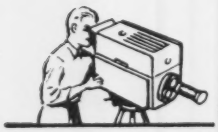
BELIEF that "the public is entitled to see a movie through without an interruption of entertainment" has led Youngstown Kitchen Co., L. A., to dispense with usual type of commercials during weekly 75-minute feature film on KLAC-TV Hollywood *Sunday Matinee*. Apart from sponsor identification at beginning and end of program only product "pitch" is 10-minute featurette film, used as an intermission break, in which home economist Norma Gilchrist demonstrates Youngstown Kitchens. Agency is the Tullis Co., Hollywood.

NEWS BEHIND THE NEWS

NEWS behind stories and headlines of past news events, including "scoops," are recounted by Clem Lane, city editor of the *Chicago Daily News*, in a new series, *The City Editor*, which debuted on WGN-TV Chicago Jan. 30. A veteran newspaperman, Mr. Lane discusses background and inside facts of interesting stories of other years, with Frank Babcock, WGN-TV announcer, also appearing in discussions.

BOWLING SHOW DEBUT

HALF-HOUR bowling program called *Duck Pins and Dollars* made its debut Feb. 1 on WBAL-TV Baltimore. Show is telecast from the Recreation Bowling Center and features



GOING INTO T-V?

Then Who is going to operate that wonderful new equipment?

Every Television Station must have technically trained personnel — Engineers, Program and Production Managers, Announcers, Writers and Salesmen with specialized training.

NEW COURSE FOR PROFESSIONAL PERSONNEL ONLY

Our school of Telecasting's first classes in engineering and production — with experienced instruction staff — start March 2nd in our new, completely equipped Television Studios, working on a daily schedule of actual station operation — plus four hours of class room work every night — using every piece of television equipment.

This is a highly intensive course . . . small classes . . . individual training . . . and our graduates are thoroughly competent to step into any TV job.

This new TV training program is offered by the operators of the Tennessee School of Broadcasting, established in 1949, which has trained many first class engineers and announcers for radio.

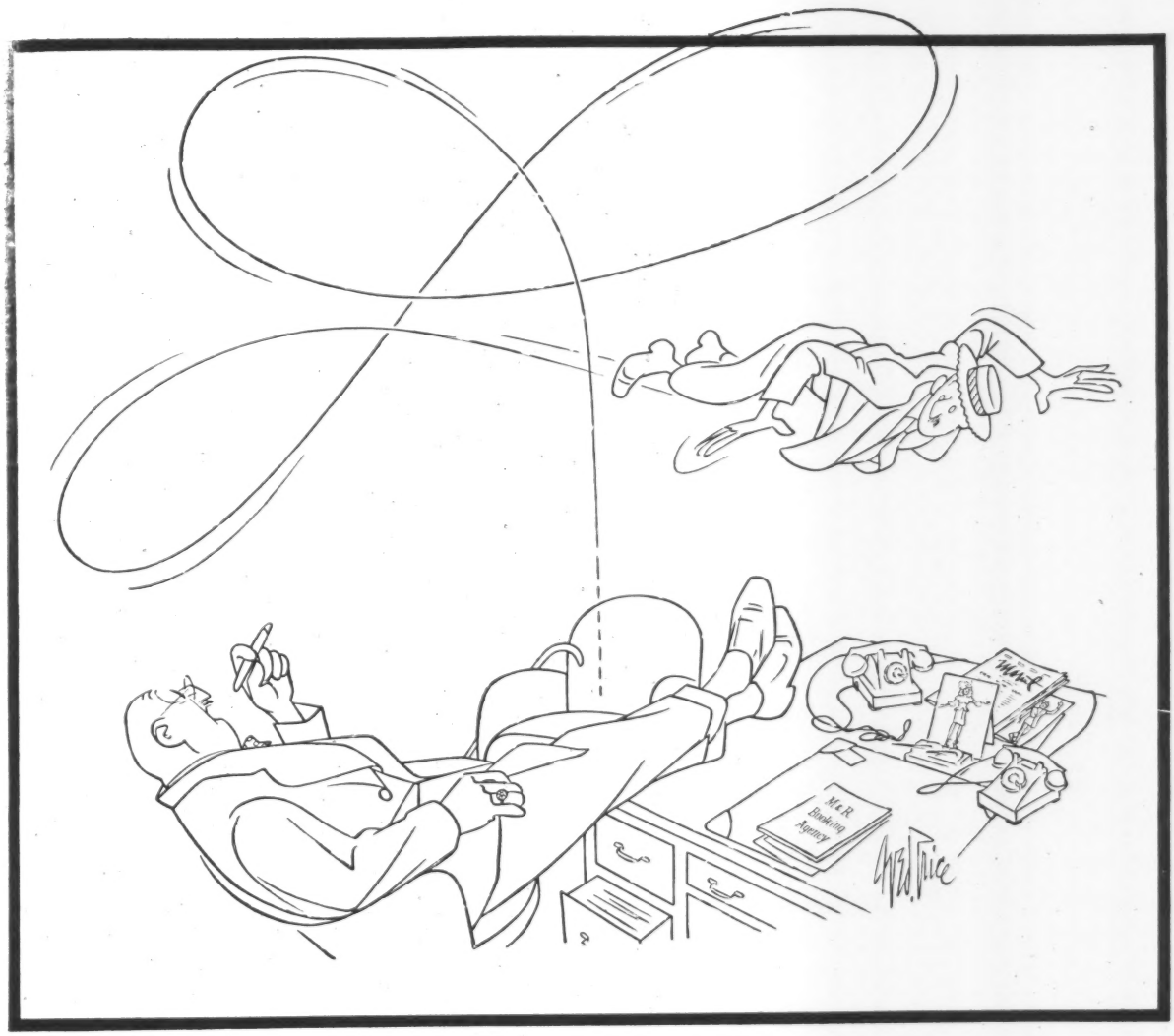
New TV classes start every six weeks — a few openings remain for classes starting March 2nd. (Those without experience are invited to write for information on elementary course starting at a later date.)

Write For Complete Details

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE

1816 WEST END AVENUE

NASHVILLE, TENNESSEE



"Bird imitations...that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually *every* home is a radio home—and over half of them have *two or more sets.*

The average American now spends more time with radio than with magazines, TV and newspapers combined.

No wonder advertisers invested more money in radio last year *than ever before!*

B
A
B

Broadcast Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

bowling contests between amateurs for cash prizes. Each week five bowlers will compete. Two contestants will be chosen from the audience which will view the show from the Center. Other three will be selected from fans who write in to the program. Show's sponsor is Gunther Brewing Co.

RADIO SCHOOL ASSIGNMENT

GLIMPSE into a recent phase of history was afforded students in Macon, Ga., when WBML in that city presented a special broadcast of the new RCA Victor record, "Mr. President—FDR to Eisenhower." Broadcast was made available to over 4,000 students by radios set up for that purpose in their classrooms. For the students, the hour-long broadcast was part of the school day with a discussion period following the program.

'TREAT FOR TWO'

TWO-hour variety show, called *Treat for Two,* has had its premiere on WAAT Newark, N. J. Show, which is being aired nightly except Monday, features Hal Tunis who broadcasts from the Treat Bar and Restaurant in Newark. Mr. Tunis spins records, interviews customers and airs telephone chats with the radio audience.

CRIME DOCUMENTARY

NEW documentary crime series, *The People Ask Why,* was launched by WBBM Chicago Jan. 28. Program gives first-hand comments on Chicago crime situation and features newsmen Julian Bentley and John Harrington, special events director Chuck Wiley and commentator Paul Gibson. First program dealt with explosive "Kohn Report" authored by Aaron Kohn, prominent figure in the current Chicago City Council Crime Committee hearings.

PREVIEW ON TV PLANS

OUTLINE of programming, operational and promotional plans for KELO-TV Sioux Falls, S. D., was presented at a meeting of 500 distributors, dealers and servicemen from South Dakota, Minnesota, and Iowa in Sioux Falls on Jan. 14. Joe Floyd, president of KELO-AM-TV, answered questions on policy, programming, equipment, coverage area, and promotion to be used to sell TV. Promotional efforts of the station were described at length by Evans Nord, KELO-TV manager.

American Shows Hold Lead on Canada Radio

U. S. programs top list of 10 evening, 5 daytime network shows heard by Canadians. The "Edgar Bergen Show" leads the list of U. S. programs liked best.

AMERICAN programs lead the first 10 evening network radio shows heard in Canada, according to the national program rating report for December 1952 now released by Elliott-Haynes Ltd., Toronto. Of 24 shows, leaders are *Edgar Bergen Show,* rating 30.9, *Amos 'n' Andy* 29.4, *Our Miss Brooks* 28.1, *Radio Theatre* 26.8, *Great Gildersleeve* 20.2, *Your Host* 19.8 (Canadian), *Suspense* 18, *Don Wright Chorus* 17.8 (Canadian), *NHL Hockey* 17.5 (Canadian) and *Wayne & Shuster* 17.4 (Canadian).

CANADA

Of eight transcribed shows on Canadian stations in the same cities where evening network ratings are taken, two have ratings within the first 10 shows reported. These are *Take A Chance* 19.1 (Canadian), and *I Was A Communist for the FBI* 17.4.

The leading five daytime network shows in December were *Ma Perkins* 16.7, *Pepper Young's Family* 16, *Big Sister* 15.8, *Happy Gang* 14.5 (Canadian) and *Road of Life* 14.5.

Five leading evening French-language shows were *Un Homme et Son Peche* 36.2, *Radio Carabin* 29.8, *Metropole* 28.9, *Chanson de l'Escadrille* 25.9 and *Tambour Battant* 24.6.

Praise Sung of 'Unsung Hero' by Israeli Brosh

IT IS not often that word of the Armed Forces Radio Service seeps through official channels these days, and when it does it is likely to be overshadowed by the exploits of, say, the Voice of America and the BBC in Europe.

The AFRS is a comparative "unsung hero," as it were, by any overseas communications standards—particularly in Israel.

Heading up the Israeli link is Major Zvi Brosh, a broadcaster with the perspective of a man who should know whereof AFRS speaks. He has been an avid observer of BBC and American commercial broadcast techniques.

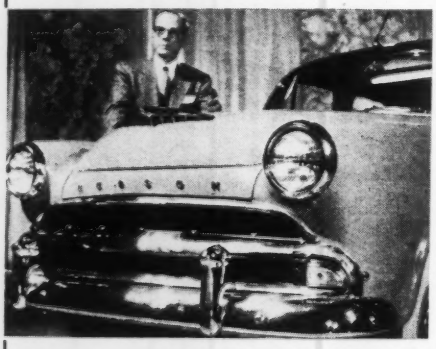
ISRAEL

AFRS in Israel beams about 3½ hours to troops there and uses three medium wave and one shortwave transmitters. Entertainment and education are the special forte of AFRS, which operation Major Brosh directs. The U. S. Army Signal Corps set up the technical facilities, although BBC had the original hand in setting up Israeli radio and maintains a Hebrew service.

Major Brosh has been in the U. S. the past fortnight, observing the physical setups of eastern seaboard stations, including WTOP-AM-FM-TV and WRC (AM)-WNBW (TV) Washington, D. C. He arrived at perhaps the most propitious moment—inauguration week—when equipment was in high gear. He also visited BBC in London and came away with some ideas on studio production that will find their way into AFRS operation.

Major Brosh once was assistant editor of the *Jerusalem Radio Magazine* and also served in the British Navy from 1942 to 1946. He also had been assistant controller of information for BBC and served with the Palestine Broadcasting Service. He helped set up the Armed Forces Broadcasting Service of Israel (Galei Tsa-Hal) in 1950.

In addition to the BBC Hebrew service, Israel also gets programs from Belgrade and Bucharest and a half-hour program daily through the Voice of America. There are between 150,000 and 200,000 home and military receivers (most of them U. S.-made) in this comparatively new country, Major Brosh reported. He added that there are about three listeners to each set. TV is just a dream for Israel which, only four short years ago, recorded its independence as a government in the family of nations, he observed. Radio came to its geographical confines in 1934.



Again SARRA has been chosen by Cecil & Presbrey, Inc. to produce Electric Auto-Lite's series saluting automobile manufacturers of America in 2-minute TV commercials used on Suspense. In this spot, the new Hudson Jet is shown and discussed by Mr. N. K. Van Derzee, Hudson's Vice President in Charge of Sales. Other cars, all Auto-Lite users, to be similarly featured are Chrysler, De Soto, Dodge, Kaiser-Frazer, Nash, Plymouth, Studebaker and Willys.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

RCA's Brunet Optimistic For Communications Abroad

IMPORTANCE of radio communications systems as means of stimulating commercial developments and helping unification of governmental work in countries abroad has been reported by Meade Brunet, an RCA vice president and managing director of RCA International Division.

He termed the outlook for radio communications business outside the U. S. as "excellent," pointing out that many governments and industries are discovering the benefits of microwave relays and other modern forms of communications. Mr. Brunet added that stimulus is given "not only to commerce, but to health, educational and cultural activities."

Mr. Brunet also reported that by the end of 1952, there were 16 RCA-equipped TV stations either on the air or planned for early operation in the following countries: Brazil, two; Canada, one; Cuba, four; Dominican Republic, one; Hawaii, two; Mexico, three; Venezuela, two, and Italy, one [B•T, Dec. 22, 1952].

Testimonials Asked On Why Radio Is Used

CANADIAN advertisers and agencies will be asked for testimonials on why they use radio by the Radio Station Representatives Assn., Toronto. Heading the project is Paul Mulvihill, of the station representative firm bearing his name. Committee members are Frank Phillips, Radio Times Sales Inc., and Bill Stephens, Stephens & Towndrow, both Toronto.

Association members Jan. 29 decided to have the Canadian Assn. of Broadcasters ask its stations to back up representative firms on national rates for companies operating local branch offices, to study increase in cooperative advertising at the expense of national advertising, and to check up on agency attempts to lengthen spot announcement time. A report on summer listening is to be compiled, although only about one-half the Canadian stations answered the association's questionnaire.

CANADA

A permanent advisory committee, set up by the association, includes Jack Slatter, Radio Representatives Ltd.; H. Stovin, H. N. Stovin & Co.; John Tregale, All-Canada Radio Facilities; Norm Brown, Radio Times Sales; Jim Alexander, and A. A. McDermott, Radio & Television Sales Inc.

CKFH Charges Air 'Pirating'

CHARGE made by Foster Hewitt, president of CKFH Toronto, that CKEY Toronto allegedly pirated its rinkside hockey broadcasts of Maple Leaf hockey games has been denied by Jack Cooke, CKEY's president, who added he was ready to appear in court to refute the allegation.

CANADA

Hockey commentator Hewitt said he purposely broadcast false penalties in three games and maintained that minutes later in reconstructed broadcasts by CKEY, a 5 kw station, the same plays were broadcast. Mr. Hewitt presented tape recordings to demonstrate the alleged pirating.

Charge was presented to the Canadian Broadcasting Corp. board of governors in Ottawa Jan. 23. The board also heard Clarence Campbell, National Hockey League president, say that broadcasting rights to games belong to the home club and studio.

CFCF Aids Blood Drive

MONTREAL blood donor marathon lasting 37 hours, co-ordinated and broadcast continuously by CFCF that city, resulted in what the station claims is a North American ("and probably a world") record of 2,042 pints of blood donated to the Canadian Red Cross, with the marathon stopped only because no more facilities were available to handle blood promised by some 7,000 additional pledgers.

CANADA

The mammoth marathon, held in the local Hussars Armory Jan. 11-12, "is a project that has all Canada talking and we at CFCF feel a natural pride in our part" and in "this overwhelmingly additional proof of radio's pulling power and the . . . loyalty of its listeners," said Station Manager J. A. Hammond.

After months of planning, CFCF inaugurated a week's pre-campaign publicity announcement drive. Other firms, organizations and individuals furnished food, transportation and entertainment.

INTERVIEW of first donor in Montreal's 37-hour blood donor marathon is aired by J. A. Hammond, station manager of CFCF that city. A record of 2,042 pints were donated, the station reports.

Porter Defines 'Difficult' Position of Buyer Today

AVERAGE company today, from a dollar volume view, is "hard pressed" to maintain its competitive position as an advertiser, Arthur A. Porter, manager of publicity media, Leo Burnett Co., Chicago, told the Toronto Advertising and Sales Club.

CANADA

Mr. Porter pointed out that while total advertising dollar expenditures are up 278%, the average national advertising budget today has increased only 35% over 1939.

"We believe that one approach to this problem is to select the media [or medium] that will reach the greatest numbers of your best prospects at a reasonable cost—and then sell this audience just as hard and just as frequently as you possibly can."

Mr. Porter also called for "more and better media measurement information" because of limited advertising budgets and dollars.

CBC Makes First Station Grants in Two Years

FOUR new AM stations were recommended for a license by the Canadian Broadcasting Corp. board of governors at its January meeting. These are the first stations authorized since 1951, when steel controls for construction forced a halt to station licensing. One station has been upped in power, and a new FM educational outlet has been licensed.

CANADA

New stations: New Glasgow, N. S., 250 w on 1230 kc to Hector Publishing Co. Ltd.; Kingston, Ont., 1 kw on 1380 kc to Robert S. Grant; Edmonton, Alta., 1 kw on 1080 kc to Hugh M. Sibbald; Eastview, Ont., near Ottawa, new French-language 250 w station on 1240 kc to Eastview Broadcasting Co. Ltd.

CKCW Moncton has been granted permission to increase power from 5 kw to 10 kw on 1220 kc. CFRC Kingston, Ont. has been granted an FM license for 1 kw on 91.9 mc.

CHML-FM Hamilton, Ont., moves from Ch. 231 on 94.1 mc to Ch. 221 on 92.1 mc to eliminate second harmonic interference to CBLT (TV) Toronto. CHML Hamilton, CHRC Quebec and CHLN Three Rivers have been authorized 1 kw emergency transmitters.

THE LATEST WCKY STORY

WCKY *SELLS* FOR YOU

Proof in Actual Orders sent Direct to the Station

Shows WCKY outsells all other stations.

Put your advertising on WCKY and watch The Sales Results.

WCKY

Chicago Educators Plan Station for Vhf Ch. 11

PAPERS will be filed this month to incorporate a non-profit organization to build and operate a noncommercial, educational TV station on Ch. 11 in Chicago, according to George Jennings, radio-TV director of the Chicago Board of Education.

Mr. Jennings said papers will be submitted to place educational television on a going basis for a number of participating institutions. About $300,000 has been committed—$150,000 each from the Ford Foundation and the Board of Education—and "$500,000 or more still is needed," according to Mr. Jennings. He added it would cost $200,000 to operate the outlet for the first year.

Money from Ford will be used to purchase equipment only, under an agreement. The Board of Education will supply funds for studios. Collection of contributions from business, civic and other groups are anticipated.

Among institutions participating in the project are the U. of Chicago, Northwestern U., Loyola, DePaul U., the Art Institute and Illinois Institute of Technology.

Series on WBKB (TV)

Illinois Institute and Loyola have been participating in a TV program series on WBKB (TV) Chicago, which offered its facilities to five universities to enable them to learn TV, a WBKB spokesman told BROADCASTING • TELECASTING.

Originated last spring by WBIK (FM), radio outlet of WBKB, *Operation New Horizons* was extended into television and now runs five days a week from 2:30-3 p.m. Subjects range from child care to anthropology.

Test Telecast

AS PART of an experiment to determine television's role in education, the New Jersey State Dept. of Education last Monday telecast the President's State of the Union message to Congress to two high school classrooms in the New Brunswick area.

The program was fed live from DuMont to the department's experimental TV studio on the Rutgers U. campus, and from there by microwave relay to New Brunswick High School and nearby Highland Park High School. Edward C. Rasp Jr., assistant coordinator of audio-visual education for the state department, said an audience of 500 students was "particularly enthusiastic."

Daily telecasts of varying lengths have been presented to high schools and three elementary schools in that area, and a two-hour evening program for adults, to aid state officials in deciding how to program proposed state-owned educational TV stations.

NCCET's Minderman Urges Wisconsin Educational TV

AN EDUCATIONAL TV system will give Wisconsin taxpayers a better investment on their tax dollar, Earl Minderman, field liaison officer for the National Citizens Committee for Educational Television, said in an address to the Farm and Home Week meeting at the U. of Wisconsin, Madison, last Wednesday.

Construction of TV stations for the state's 12 noncommercial educational channels, estimated at $3 million, would cost only a small fraction of Wisconsin's total investments in education, he said.

Praising the state's FM educational network, Mr. Minderman said it was impossible for commercial TV stations to handle the educational telecasting job.

Walker Asked to Speak

FCC Chairman Paul A. Walker has been invited to make the major address at Boston U.'s annual Founder's Day Institute on March 10. Mr. Walker has not yet accepted. Stressing the theme "The University and Its Community," the Institute will feature a guided tour of WBUR, Boston U.'s station, the university's TV studio, and other exhibits. Evening program will be devoted to the question of what part the universities of the area must play in the development of educational television, according to the university's announcement.

Buys Video Equipment

ST. LOUIS Educational TV Commission, which has applied for Ch. 9 there, has ordered $144,000 worth of equipment from RCA, contingent on FCC approval of its petition. Order includes only the "minimum" needed to take the air. If station gets a construction permit, it could begin operations in three months, a spokesman said.

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

* *Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

Theatre TV Order

Questions raised by FCC requiring answer by theatre TV proponents (see story this issue under Government).

1. Assuming a common carrier, offering only a theatre television service, is eligible to use existing common carrier allocations for such a purpose, why is it not feasible for theatre television to operate on the frequencies already allocated to common carrier services?

2. Why should common carrier frequencies be allocated to a theatre television service on an exclusive or primary use basis, and what justification is there for displacing other present users of those frequencies? What would be the nature of the "special common carrier" to which reference has been made?

3. Why is it deemed feasible to share frequencies in the industrial services but not in the common carrier services?

4. Under what concept would a theatre television service be established as an industrial service? What standards of licensee eligibility (not qualifications of particular applicants) would apply to applicants for licenses in such a service? What limitations, if any, would apply with respect to the persons or customers to whom such a service would be supplied?

5. What evidence will be introduced showing the extent, if any, to which frequencies allocated for a theatre television service will be applied for, by whom such applications would be filed, and when?

6. In addition to the cost evidence so far presented, which relates to the cost of transmission facilities only, what evidence will you introduce to show all the other costs of service, e.g., costs of production, etc., which will make it possible to determine the magnitude of ultimate cost of admission to a theatre patron?

7. What percentage of the time do you estimate programs would be shown by theatre television on a day-by-day basis?

8. Is it proposed that a theatre television service will provide programs of only live events, i.e., of programs that cannot reasonably be placed on film?

DENVER TV HEARING

Conclusions of FCC Hearing Examiner James D. Cunningham in initial decision on applications for Ch. 7 in Denver. (See story this issue under Government).

CONCLUSIONS

1. In this competitive proceeding which involves the mutually exclusive applications of Aladdin Radio and Television, Inc. and Denver Television Company for the same commercial television facilities (Channel 7) in Denver, Colorado, the record discloses that both applicants meet the basic requirements imposed by statute with regard to the permittees and licensees of such facilities, viz., both are technically, legally, financially and otherwise qualified in the premises. Engineeringwise, the two proposals are in accordance with the Commission's rules governing television broadcast stations, and neither would constitute a hazard to air navigation. It is necessary to determine on a basis of comparison, therefore, which one of them has demonstrated superiority over the other and is to be preferred in the public interest.

2. In view of the foregoing findings, it is appropriate to state the bases of the action taken upon the evidence offered under the several charges and suggestions of impropriety made by each applicant against certain of the officials, stockholders and stock subscribers of the other. On the one hand, Aladdin developed considerable evidence with respect to John M. Wolfberg, president and director of Denver Television, in connection with his theatre operations, and Emmet P. Barton, one of its stock subscribers, with respect to his failure to make the required estimated tax declaration for the year 1952. Denver Television, on the other hand, made showings with respect to several of Aladdin's officers and directors, viz., Messrs. Huffman, Ricketson and Gamble, re their theatre operations and associations, and J. Elroy McCaw, re certain of the information furnished the Commission upon his radio interests.

(a) (1) With regard to John M. Wolfberg, the facts found herein have no adverse effects upon

his character qualifications as an officer and director of Denver Television, nor are they sufficient even to raise a question in this regard. In one instance, it is shown that the two persons in immediate charge of a theatre in the Wolfberg circuit had been apprehended by the police, convicted and sentenced to pay fines on charges of selling lewd photographs on the theatre premises. As supervisor of the theatre circuit involved Wolfberg must be held to have had a degree of responsibility for the actions of the two men perpetrating the offense, but no evidence was offered that he had knowledge of, or condoned, their illicit actions or that he himself was the subject of any complaint. In calling for the resignations of the two men following their conviction in court, Wolfberg gave indication of his disapproval of their conduct. Under the circumstances here present, culpability in the matter may not reasonably be imputed to him. (2) Aladdin further developed that open gambling occurred in one of the theatres managed by Wolfberg during the televising of the recent heavyweight championship boxing match. There is no evidence that he encouraged, permitted or condoned the gambling in question; the televising of the match was not contrary to any law or ordinance; and it is not shown that the manner in which the theatre was conducted on the occasion in question was the subject of any complaint either by the law enforcement authorities or by any member of the public. It appears that theatre television was the only means then available by which the Denver area could observe the bout while it was taking place, and Wolfberg is not shown to have been a party to the arrangements between the promoters and others whereby a description or showing of the match was denied to radio and to home television in the United States. (3) With regard to the pendency of the anti-trust and conspiracy suit instituted in court only a few days before the commencement of the hearing herein by Denver, Kar-Vu Theatres, Inc., against Wolfberg and his father, et al., which has not been brought to trial, notwithstanding the seriousness of the allegations in the plaintiff's original pleading, they may not be made the basis of any adverse findings with regard to his character qualifications. The record of hearing before the Commission contains no proof in support of such allegations.

(b) Emmet P. Barton is shown not to have filed with the U. S. Bureau of Internal Revenue a statement of his estimated income tax for the year 1952. Thus, Aladdin contends that his character qualifications as a stock subscriber of Denver Television are affected thereby, for he has allegedly violated Sections 145(a) and 294(d) (1) (A) of the Internal Revenue Code (Title 26). Although the presumption arises upon the record herein that Barton may have violated the Federal statutes cited, this is indeed a weak premise upon which Aladdin suggests adverse findings upon his character qualification. It is observed, in this connection, that the gravamen of the criminal offense contemplated in Section 145(a) of the Internal Revenue Code is that the accused has willfully failed to make declaration of his estimated tax and/or to pay same, and, with regard to Section 294(d) (1) (A), penalties are provided for failure to file such estimated tax "unless such failure is shown to the satisfaction of the (Internal Revenue) Commissioner to be due to reasonable cause and not to willful neglect, * * *." Whether Barton's failure was attended by willfulness, or whether the Commissioner of Internal Revenue would find in an appropriate proceeding that there was reasonable cause or justification for his failure, are matters of conjecture, for the record is devoid of evidence upon which determinations may be made herein. Thus, the entire subject is without effect from the standpoint of Barton's character qualifications and Aladdin's contention to the contrary is rejected.

(c) (1) Frank H. Ricketson, Jr., is shown to have been a party to the establishment of an organization which licensed "Bank Night" in numerous theatres throughout the country during the five-year period next preceding 1938, when the Post Office Department denied the use of the mails to the organization involved on the ground that it was conducting a lottery, in violation of Federal law. Upon receiving notice of the action of the postal authorities, Ricketson terminated his connection with the matter forthwith. The scheme appears to have had the sanction of the state courts of Colorado at the time it was operated by Ricketson and his associates. He is not shown to have been involved in any such activity for the past fourteen years. His action in immediately accepting and abiding by the findings of the postal authorities without contest lends support to the contention that he engaged in this operation without willful purpose to violate the laws of the United States or of any state in which the scheme was licensed. (2) He is also established as having engaged in practices, prior to the year 1942, which the Supreme Court later found to involve violations of the anti-trust laws of the United States. Upon the question of whether his actions in this behalf may now be held to adversely affect his character qualifications as an officer and director of a broadcast licensee or an applicant for television broadcast facilities, Aladdin urges adherence to the Commission's uniform policy in such cases, as stated in Paramount Pictures, Inc., et al., 8 RR 135 (1952), which, in its pertinent part, is as follows: "* * * Where such activities (anti-trust) are of recent vintage, we believe they can and should be considered in determining whether the applicant has the character requisite to a broadcast licensee. However, where those activities took place in the relatively distant past and have not continued, we are of the opinion that their materiality to a determination as to the qualifications of an existing licensee is negligible. Accordingly, in general we shall not in passing upon applications of persons who are already licensees, consider any activities involving possible anti-trust violations not directly involving radio communications which occurred more than three years before the filing of said applications." As indicated, Ricketson's anti-trust violations occurred in the relatively distant past and have not been continued. Thus, it would appear that Aladdin's position in the matter should be sustained, and, in keeping with the uniform policy stated above, his character qualifications are not now found adversely affected by reason of his anti-trust violations shown upon the record herein. (3) The remaining matters urged by Denver Television concerning Ricketson are without effect. Thus, in the 1946 court proceeding involving Cinema Amusements, Inc., against Twentieth Century-Fox Film Corporation, and others, Ricketson, although identified as an employee of some of the defendant companies in the suit, is not shown to have been a party to the actions which are the basis of the suit; and it is immaterial for the purposes of the Commission's considerations, and from the standpoint of his qualifications herein, (a) that the voting rights in the stock which he owns in another theatre operating corporation are exercised by a trustee and not by him, and (b) that he will not vote as a member of the Aladdin board on proposals which may prove injurious to best interests of motion picture theatres generally, or to the theatres with which he is identified.

(d) (1) Denver Television established that more than fifteen years ago, Harry E. Huffman, while engaged in theatre operations, conducted an audience participation "give-away" scheme which was found by a court of equity to involve a lottery. There were no complaints by the law enforcement authorities and no criminal prosecutions. In view of the Commission's announced policy in Docket No. 9572, hereinafter shown, it is apparent that Huffman's action in this matter may not now be held to adversely affect his character qualifications herein, in view of his otherwise good character as shown upon the record. (2) It is further established that he also testified in behalf of Twentieth Century-Fox Film Corporation in the pending anti-trust proceedings which were instituted by Cinema Amusements, Inc., in the year 1946, *supra*, but there was no evidence of Huffman's complicity in the alleged anti-trust violations, and the nature and character of the testimony which he presented to the court was not shown upon the record herein. He is not now identified with Twentieth Century-Fox as an officer, director, stockholder or employee. Thus, there is no basis for an inference that he has engaged in conduct related to that litigation which may now be held to adversely affect his character qualifications.

(e) Theodore R. Gamble is shown to have been employed more than twenty years ago as liaison officer by the owners of two separate groups of theatres which were operated as a pool for the primary purpose of establishing the "first-run" theatres of each under common management. Whether there were monopolistic practices or anti-trust violations attending this joint operation does not appear upon the record, and there is no evidence of impropriety on the part of Gamble in connection with his services with the companies concerned.

No Attempt to Mislead

(f) The information concerning the radio interests and connections of J. Elroy McCaw was not accurately shown in the instant Aladdin application and in other reports and applications which have been filed with the Commission concerning the numerous standard broadcast stations in which he has financial interests. However, an examination of the entire record herein, with particular reference to the facts heretofore found, leads to the conclusion that there was no attempt on the part of Aladdin in its application, or on the part of McCaw and his other radio associates, to give false information concerning material matters, or unfairly to secure an advantageous position over Denver Television in this competitive proceeding. It is clear, however, that the degree of care expected of applicants and radio licensees in furnishing the Commission with complete and accurate information was not exercised by McCaw and his associates, and the carelessness revealed upon the record in this regard will not be countenanced. However, these circumstances do not furnish a basis to hold at this time that McCaw is not qualified as an officer, director and stockholder of Aladdin, and the suggestion of Denver Television in this regard is not accepted.

3. In view of the determinations hereinabove made with regard to the several persons discussed, it is appropriate to state the Commission's uniform policy which is followed in the licensing of radio broadcast stations where applicants are shown to have violated the laws of the United States, other than the Communications Act of 1934, as amended. This is reported in Vol. 1 (Part Three) RR, 91:495. In pertinent part, it is as follows: "Violations of Federal laws, whether deliberate or inadvertent, raise sufficient question regarding character to merit further examination. While this question as to character may be overcome by countervailing circumstances, nevertheless, in every case, the Commission must view with concern the unlawful conduct of any applicant who is seeking authority to operate radio facilities as a trustee for the public. This is not to say that a single violation of a Federal law or even a number of them necessarily makes the offender ineligible for a radio grant. There may be facts which are in extenuation of the violation of law, or there may be other favorable facts and considerations that outweigh the record of unlawful conduct and qualify the applicant to operate a station in the public interest. In all such cases, a matter of primary concern is whether the violation was committed inadvertently or willfully. Innocent violations are not as serious as deliberate ones. As has been suggested by parties in this proceeding, another matter of importance is whether the infraction of law is an isolated instance or whether there have been recurring offenses which establish a definite pattern of misbehavior. A single transgression of law, particularly if inadvertently committed, might raise little question with respect to qualifications, whereas a continuing and callous disregard for the laws may justify the conclusion that the applicant cannot be expected in the future to demonstrate a responsibility towards his obligations as a broadcast licensee. In this connection, the matter of time is important. There necessarily must be more concern with recent violations than with those which occurred in the remote past and have been followed by a long period of consistent adherence to law and exemplary conduct on the part of the applicant. Cases which must be viewed with most critical scrutiny are those where the applicant has been involved in violations over a long period of time and is presently engaged in illegal practices. In all such cases, a strong presumption of ineligibility is raised and a heavy burden of proof is imposed on the applicant to show he is qualified to operate a broadcast station in the public interest."

4. The further contention is made by Denver Television that a denial of the Aladdin application is compelling, due to the arrangements it has made with the Columbia Broadcasting System for a television network affiliation. This is based upon what appears to be a somewhat strained interpretation of Sections 3.658(a) and (c) of the Commission's Chain Broadcasting Regulations. For some years there was included

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in Aladdin's standard broadcast network affiliation contract with Columbia a first refusal clause, mutually effective, with regard to future network television service, in the event Columbia should desire to extend such service into Denver and Aladdin should receive a television permit for that city. Although the clause in question is no longer in effect between the two parties, it does not appear to have been in violation of the rules cited and, moreover, it was on file with the Commission for many years, particularly in the year 1943, when the licensees of all standard broadcast stations were afforded the opportunity to amend their network agreements to comply with the then new Chain Broadcasting Regulations. Notwithstanding that the mutual first refusal clause in question was not revised for almost nine years after these regulations went into effect, the Commission is not shown upon this record to have raised any question concerning propriety of its terms. In a letter agreement signed by Aladdin and Columbia on September 30, 1952, they appear to have reduced to writing a verbal understanding that if, as, and when, Aladdin should receive a television license, it would enter into a television network affiliation contract with Columbia. Under this agreement, Aladdin is not prevented or hindered from, nor has it subjected itself to penalty for, broadcasting the programs of any other network organization. Moreover, there is nothing in the letter agreement from which a finding may be made that Aladdin is now bound, either directly or indirectly, to remain affiliated with Columbia Broadcasting System's television network for a period longer than two years after its proposed station, if authorized, goes on the air. Denver Television contends that the letter agreement is in violation of the two-year provision of the rule cited, for reason that, under its interpretation of paragraph 4 thereof, "a greater period than two years and six months may be involved because by its terms it provides that if an affiliation agreement does not commence prior to April 1, 1953, any affiliation agreement which is entered into should be at least one year in length." However, under the exact language of this paragraph, the parties have the understanding that Columbia shall be discharged of its obligation to enter into a network arrangement with Aladdin, unless the latter agrees that such arrangement "shall remain in effect for a period of at least one year from the date of commencement thereof." There is nothing here contrary to the two-year rule in question, for the restraining effects of such rule extend to the period of actual network affiliation, and it is not intended as a restriction upon applicants for television facilities, particularly those in competitive proceedings such as this, who must, of necessity, speculate with regard to the time they may expect final action upon their applications, and are seeking to secure some measure of assurance of a network service if successful in obtaining a television license. Thus, consistent with the rules in question, an applicant for television facilities may, preliminarily, arrange with a network organization to accept programs when and if its proposal for the establishment of a station is approved, provided that in such preliminary arrangements the applicant (a) does not restrict itself in any way from accepting and broadcasting the programs of another network organization, and (b) does not agree, directly or indirectly, to enter into a network contract at some indefinite future time which would involve the affiliation of its station for a period longer than two years.

5. The several areas of comparison recognized by the Commission in competitive proceedings involving qualified applicants for radio broadcast facilities are considered also in competitive cases in which television broadcast facilities are involved, viz., the applicants' local residence, their participation in public service and community affairs, and the extent to which the ownership and management of the proposed stations will be integrated. The Commission long since has adopted the view that the local residence of an applicant and his participation in the public service activities of the community proposed to be served are important factors in competitive cases, for they give assurance of a more complete and effective response to the needs and desires of such community than would be expected of a non-resident applicant or one who has been associated with the community for a relatively short period of time and has assisted in the improvement and advancement of its public institutions only in small measure or not at all; and it is far more probable that the promises and commitments made in applications contemplating a high percentage of integration of ownership in management will be carried into execution than in the case of applications not proposing any such integration or a relatively small percentage thereof. In addition, competing applicants are, of course, considered with regard to such subjects as the quality of their proposed programs, assurance of public support, operating policies, over-all plans for service, and, particularly, their demonstrated ability to execute such plans and policies by reason of the availability of adequate facilities, past experience, and a staff organization composed of qualified personnel.

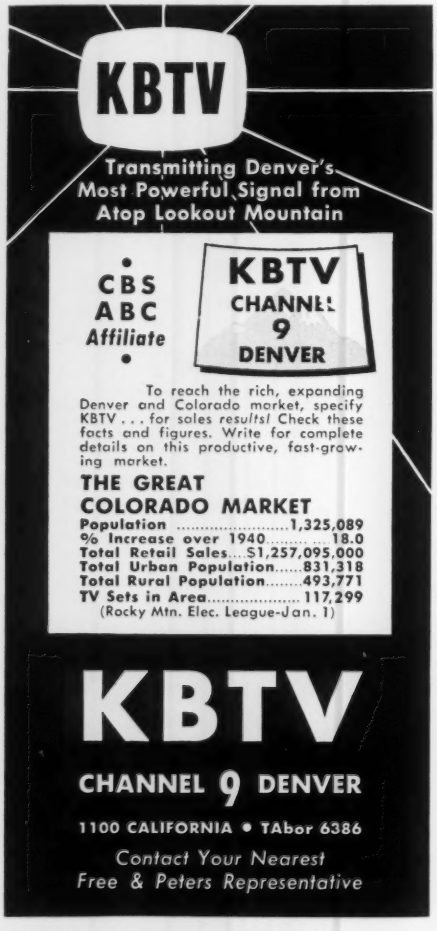
Local Ownership

6. Within each of these areas of comparison, Aladdin is found to be the superior applicant. Clearly, it is more firmly rooted in the community proposed to be served and is more representative thereof, and the evidence of record establishes that it has the unqualified support of the public. It has a total of forty-three stockholders, and thirty-six of them, holding about fifty-eight percent of its stock, reside in Denver. Of its five directors, one of them has lived there for more than sixty years, and the other two for thirty-four years and twelve years, respectively. The record of performance of the five-man board of directors of Aladdin in the field of public service and community activity, considered as a whole, must be characterized as outstanding. On the other hand, about fifty-one percent of the stock in Denver Television will be held by residents of Denver, and two of its three directors have resided there for about seven years each. The background of experience in community activity and public service generally, which is shown in connection with those identified with Denver Television, is far less extensive than in the case of the Aladdin group, and whether the former would receive the support and cooperation of the community is largely a matter of speculation. Moreover, two of Aladdin's directors, who hold about thirty percent of its stock outstanding, will have, as their sole business occupations, the management and operation of the proposed station on a regular day-to-day basis, whereas, in the case of Denver Television, the only definite finding in this regard which can be made is that its president, who now holds about one-third of the outstanding stock which has been sold and has a subscription for more, and who has extensive duties in theatre management and has resided in Denver for only seven years with comparatively limited public service activity therein, will devote about one-half of his time each day to the proposed television station, and it appears possible that two other stockholders will devote portions of their time each day thereto. The evidence indicating that several of the remaining Denver Television stockholders are "in a position to devote time to the station on a day-to-day basis" is without evidentiary value, for no definite findings may be made on the basis of such showing as to whether they would ever take part in the station's operation on a regular basis. The two Aladdin directors mentioned, who will manage its proposed station, have had substantial experience in conducting the operations of AM and FM stations, and the record of performance of one of them as a station manager is established as outstanding. On the other hand, the Denver Television stockholders, who will divide their time between the proposed television station and their present occupations, have no background of experience in radio operations, and their previous training would not appear to qualify them in any appreciable measure to manage and operate a television station. In this connection, Aladdin, through its entire staff organization, in successfully operating AM and FM stations over a period of years, has given full recognition to the community needs of the area which it has served, and there is a firm basis in the record to find that it will continue to do so and that it will have the cooperation of the local public institutions in connection with its proposed television operation. Those with financial interests in Denver Television have not had the benefit of such experience and, for the most part, have been identified with various types of business foreign to radio or television broadcasting. The plans, proposals and policies of the two applicants with respect to the program service they would offer are in many respects similar, although Aladdin has a commitment with the Columbia Broadcasting System for its television network service and Denver Television has made no arrangement for a network affiliation, although it would be willing to obtain same. From the standpoint of their respective abilities to effectuate their plans for furnishing this service, Aladdin, again, has demonstrated superiority. Thus, it is shown to have actually selected a substantial number of trained and qualified engineers, technicians and other assistants for service in the several departments, all of them under the supervision of its board chairman and president, both of whom, as indicated, have substantial stockholdings in the corporation and are themselves experienced radio operators. In sum, Aladdin has shown itself presently equipped in each department to supply every type of service proposed in its application, and, in its effort to do so, it will have the support of many of the community leaders. Denver Television, on the other hand, will be required to rely upon employees to manage and operate its proposed station, and only one of such employees, namely, the manager, who will serve on a permanent basis, has been selected. He, as well as the engineering and technical director, whose services have been retained on a non-exclusive basis for the purpose of directing the construction and the initial operation of the proposed station, are experienced both in the fields of radio and television operation and are eminently qualified for the duties to which they have been assigned. However, the qualifications of the remaining staff members are unknown, for none of them has as yet been selected. Thus, there is no assurance as to the extent to which the plans or policies of Denver Television will be carried into execution, or whether, in its efforts to carry them out, it would receive the support of the community.

7. Such meager evidence as was introduced herein upon the issue of whether there exist substantial conflicts between the motion picture exhibition business and television broadcasting is wholly insufficient to support a finding, or the adoption of a policy at this time, that persons engaged in exhibiting motion picture film, whether on a large scale or otherwise, are unqualified as television licensees. Nor is there a sufficient basis furnished in the record to hold that persons engaged in such occupation are less qualified to become television broadcast licensees than those not so engaged. As found herein, two of Aladdin's directors and the president and a director of Denver Television have substantial theatre holdings at the present time.

Diversification Contention

8. It is contended that because of Aladdin's present radio operation, and the radio interests of its officers and directors, it would be more in the public interest to approve the application of Denver Television which does not have such interests, for there would result a diversification in the ownership of the media of mass communication. While the Commission, upon this ground, has in the past denied the applications of newspaper owners who were in competition with non-newspaper owners for the same radio facilities, it does not appear from a review of its decisions in competitive cases involving applications for television facilities, that the Commission has seen fit to apply a similar policy. The record of the proceeding herein is devoid of evidence which would indicate either that a radio licensee is disqualified to hold a television license and to furnish both radio and television service to the same community, or that the radio ownership and operation of an applicant for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television facilities are factors which, in the public interest, would require that it yield in favor of its competitor for the same television facilities who is not identified with radio broadcasting, notwithstanding that the latter may be less qualified than the former. Had the Commission desired this ground to be considered, its notice of hearing would have so indicated, Aladdin would have had the opportunity to respond thereto and the Hearing Examiner would have directed of all parties comprehensive evidentiary showings upon the subject. Thus, the Commission could not appropriately prefer the application of Denver Television on the theory above stated.

9. In view of the foregoing, therefore, and upon consideration of the entire record of the proceeding herein, it is determined that the public interest, convenience and necessity would be served by a grant of the application of Aladdin Radio and Television, Inc., and the consequent denial of the application of Denver Television Company.

ACCORDINGLY, IT IS ORDERED, This 30th day of January, 1953, that the application of Aladdin Radio and Television, Inc., for construction permit to establish a new commercial television station in Denver, Colorado, using Channel 7 (174-180 mcs., ERP: Vis. 316 kw—Aur. 158 kw), BE, AND IT IS HEREBY, GRANTED, subject to the condition that its antenna structure shall be painted and lighted in accordance with Section 17.25 of the Commission's rules; and, IT IS FURTHER ORDERED, that the application of Denver Television Company for the same facilities, BE, AND IT IS HEREBY, DENIED.

FEDERAL COMMUNICATIONS COMMISSION.
James D. Cunningham,
Hearing Examiner.

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	..... Weed
WRTV (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 2/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	..... Branham ..
KGNC-TV Amarillo, Tex. (4)	10/9/52 March-April	..... Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	..... McGillvra
WCEE (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 Unknown	....
WPTV (TV) Ashland, Ky. (59)	8/14/52 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson

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Location & Channel	Date Granted & Target for Start	Network Representative
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	..... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM .....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 May -	....
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Adam Young
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Unknown	Meeker .....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Unknown	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLD-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KGEM-TV Boise, Idaho (9)	1/15/53 Fall, 1953	NBC Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	..... Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 2/1/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
Buffalo - Niagara Television Corp., Buffalo, N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 Unknown	ABC Hollingbery
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	..... Free & Peters
WCHV-TV Charlottesville, Va. (64)	1/29/53 Unknown	....
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	..... McGillvra
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM .....
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	..... McGillvra
KOMU-TV Columbia, Mo. (18)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 March	..... Headley-Reed
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	..... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	..... Headley-Reed
WTVP (TV) Decatur, Ill. (17)	11/20/52 July 1	....
KBTV (TV) Denver, Col. (9)	7/11/52 10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 3/1/53	....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Spring 1953	....
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	..... Forjoe
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	..... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....

Location & Channel	Date Granted & Target for Start	Network Representative
WDAY-TV Fargo, N. D. (6)	1/15/53 Unknown	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 Early 1953	....
KVFD-TV Fort Dodge, Iowa (21)	1/29/53 10/1/53	..... Pearson
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	..... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Unknown	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	....
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	..... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 April	....
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Unknown	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52	..... Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WGVL (TV) Greenville, S. C. (23)	1/23/53	....
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	..... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	..... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 Unknown	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	..... Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 July	..... Forjoe

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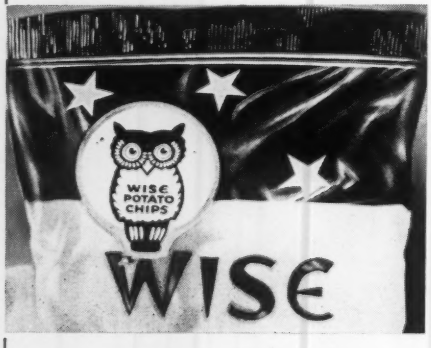
Location & Channel	Date Granted & Target for Start	Network Representative
Uhf TV Co., Houston, Tex. (23)	1/8/53	.....
KTVH (TV) Hutchinson, Kan. (12)	Unknown	.....
WHCU-TV Ithaca, N. Y. (20)	1/8/53	.....
U. of N. Y., Ithaca, N. Y. (*14)	11/15/53	.....
WIBM-TV Jackson, Mich. (48)	1/8/53	.....
WJTV (TV) Jackson, Miss. (25)	Unknown	.....
	9/11/52	CBS, ABC,
	‡1/15/53	NBC, DuM
		Katz
WJHL-TV Johnson City, Tenn. (11)	1/29/53	.....
WJTN-TV Jamestown, N. Y. (58)	9/1/53	.....
WARD-TV Johnstown, Pa. (56)	1/23/53	.....
WKMI-TV Kalamazoo, Mich. (36)	Unknown	.....
KCTY (TV) Kansas City, Mo. (25)	11/20/52	Weed
WKNY-TV Kingston, N. Y. (66)	11/26/52	.....
WFAM-TV Lafayette, Ind. (59)	Unknown	.....
WTAG (TV) Lake Charles, La. (25)	1/23/53	.....
WONN-TV Lakeland, Fla. (16)	.....	.....
KSWO-TV Lawton, Okla. (7)	1/23/53	Meeker
WIMA-TV Lima, Ohio (35)	.....	.....
WLOK-TV Lima, Ohio (73)	12/23/52	Rambeau
KFOR-TV Lincoln, Neb. (10)	5/1/53	
KOLN-TV Lincoln, Neb. (12)	12/18/52	.....
KRTV (TV) Little Rock, Ark. (17)	April-June	Adam Young
KETV (TV) Little Rock, Ark. (23)	12/31/52	.....
KPIK (TV) Los Angeles (22)	Unknown	.....
KUSC-TV Los Angeles (*28)	12/4/52	.....
WKLO-TV Louisville, Ky. (21)	March 1	Taylor
WLOU-TV Louisville, Ky. (41)	12/4/52	.....
KCBD-TV Lubbock, Tex. (11)	Unknown	.....
KDUB-TV Lubbock, Tex. (13)	11/20/52	.....
WLVA-TV Lynchburg, Va. (13)	3/15/53	H-R Reps
WWOD-TV Lynchburg, Va. (16)	10/16/52	.....
WKOW-TV Madison, Wis. (27)	4/1/53	Petry
Bartell Television Corp., Madison, Wis. (33)	10/2/52	.....
KSAC-TV Manhattan, Kan. (*8)	2/1/53	Weed
WMAC (TV) Massillon, Ohio (23)	10/2/52	.....
WHBQ-TV Memphis, Tenn. (13)	Unknown	.....
WCOC-TV Meridian, Miss. (30)	9/4/52	.....
WALA-TV Mobile, Ala. (10)	4/1/53	.....
WKAB-TV Mobile, Ala. (48)	1/29/53	.....
KNOE-TV Monroe, La. (8)	8/1/53	.....
KFAZ (TV) Monroe, La. (43)	12/23/52	CBS
WCOV-TV Montgomery, Ala. 20)	Unknown	.....
WLBC-TV Muncie, Ind. (49)	12/23/52	ABC, NBC
	‡1/4/53	Headley-Reed
	8/7/52	DuM, CBS
	‡12/30/52	Forjoe
	12/4/52	.....
	4/1/53	H-R Reps
	12/10/52	.....
	4/1/53	.....
	9/18/52	.....
	March	Taylor
	10/30/52	CBS, DuM
	3/8/53	Walker-N.Y.; Holman-Cgo.

Location & Channel	Date Granted & Target for Start	Network Representative
WTVM (TV) Muskegon, Mich. (35)	12/23/52	.....
WNAM-TV Neenah, Wis. (42)	Unknown	.....
WNBH-TV New Bedford, Mass. (28)	12/23/52	.....
WKNB-TV New Britain, Conn. (30)	Fall-1953	Clarke
WTLV (TV) New Brunswick, N. J. (*19)	7/11/52	.....
WKST-TV New Castle, Pa. (45)	Unknown	Walker
WNLC-TV New London, Conn. (26)	1/31/53	Bolling
WGTV (TV) New York City (*25)	7/11/52	.....
Regional Television Corp., Northampton, Mass. (36)	12/4/52	.....
Conn. Bd. of Ed., Norwich, Conn. (*63)	Unknown	.....
WOSH-TV Oshkosh, Wis. (48)	12/31/52	.....
WPFA (TV) Pensacola, Fla. (15)	Unknown	.....
WEEK-TV Peoria, Ill. (43)	1/29/53	.....
WTVH-TV Peoria, Ill. (19)	Unknown	.....
WIP-TV Philadelphia, Pa. (29)	11/26/52	.....
WTVQ (TV) Pittsubrgh, Pa. (47)	Unknown	.....
WENS (TV) Pittsburgh, Pa. (16)	12/23/52	.....
WKJF-TV Pittsburgh, Pa. (53)	12/23/52	Meeker
KPTV (TV) Portland, Ore. (27)	July-August	.....
WEOK-TV Poughkeepsie, N. Y. (21)	1/8/53	.....
KCSJ-TV Pueblo, Col. (5)	Unknown	.....
KDZA-TV Pueblo, Col. (3)	7/11/52	NBC
WETV (TV) Raleigh, N. C. (28)	‡9/19/52	NBC Spot Sales
KZTV (TV) Reno, Nev. (8)	11/26/52	.....
WEEU-TV Reading, Pa. (33)	Dec. 1953	.....
WHUM-TV Reading, Pa. (61)	10/30/52	.....
WROV-TV Roanoke, Va. (27)	3/1/53	Avery-Knodel
WSLS-TV Roanoke, Va. (10)	11/18/52	.....
KROC-TV Rochester, Minn. (10)	2/1/53	.....
WROH (TV) Rochester, N. Y. (*21)	10/16/52	.....
WTVO (TV) Rockford, Ill. (39)	3/1/53	Avery-Knodel
KSWS-TV Roswell, N. M. (8)	12/23/52	.....
WKNX-TV Saginaw, Mich. (57)	March	.....
WJON-TV St. Cloud, Minn. (7)	9/4/52	.....
KFEQ-TV St. Joseph, Mo. (2)	5/15/53	Headley-Reed
KSTM-TV St. Louis, Mo. (36)	9/4/52	CBS
WSUN-TV St. Petersburg, Fla. (38)	2/1/53	H-R Reps.
L. A. Harvey, Salem, Ore. (24)	9/18/52	ABC
KICU (TV) Salinas, Calif. (28)	January	Burn-Smith
KGKL-TV San Angelo, Tex. (3)	9/11/52	NBC, CBS
KTXL-TV San Angelo, Tex. (8)	‡12/11/52	Avery-Knodel
KITO-TV San Bernardino, Calif. (18)	1/15/53	.....
WKAQ-TV San Juan, P. R. (2)	April	Meeker
WLEC-TV Sandusky, Ohio (42)	7/24/52	.....
	Unknown	.....
	9/11/52	NBC
	April	Weed
	1/29/53	.....
	Unknown	.....
	10/2/52	.....
	March	Gill & Perna
	1/23/53	.....
	May-June	Rambeau
	10/16/52	.....
	April	Headley-Reed
	1/15/53	.....
	April 15	.....
	10/9/52	.....
	5/1/53	Weed
	1/29/53	.....
	July	.....
	1/15/53	.....
	Unknown	.....
	12/18/52	.....
	Unknown	.....
	11/26/52	.....
	Unknown	.....
	11/6/52	.....
	Unknown	.....
	1/23/53	Hollingbery
	12/1/53	.....

Location & Channel	Date Granted & Target for Start	Network Representative
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52	ABC, DuM
	May-June	CBS, NBC
		Hollingbery
Greer & Greer, Santa Fe, N. M. (2)	1/23/53	.....
WGBI-TV Scranton, Pa. (22)	.....	.....
WTUV (TV) Scranton, Pa. (73)	8/14/52	CBS
KWTV (TV) Sioux City, Iowa (36)	April	Blair-TV Inc.
KVTV (TV) Sioux City (9)	8/14/52	.....
KELO-TV Sioux Falls S. D. (11)	Feb.-March	Cowle
WSBT-TV South Bend, Ind. (34)	10/30/52	.....
KHQ-TV Spokane, Wash. (6)	Unknown	.....
KXLY-TV Spokane, Wash. (4)	11/20/52	CBS
	4/1/53	Katz
	11/20/52	.....
	3/1/53	Taylor
	8/28/52	NBC, CBS
	‡12/22/52	Raymer
	7/11/52	NBC, ABC
	‡12/22/52	Katz
	7/11/52	CBS, DuM
	‡1/20/53	Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52	.....
KTTS-TV Springfield, Mo. (10)	February	Hollingbery
KYTV (TV) Springfield, Mo. (3)	10/9/52	CBS, DuM
KTVU (TV) Stockton, Calif. (36)	March	.....
WHTV (TV) Syracuse, N. Y. (*43)	1/8/53	.....
KMO-TV Tacoma, Wash. (13)	July	.....
KTNT-TV Tacoma, Wash. (11)	1/8/53	.....
KTEM-TV Temple, Tex. (6)	Unknown	.....
KCNA-TV Tucson, Ariz. (9)	12/10/52	Branham
KOPO-TV Tucson, Ariz. (13)	5/1/53	.....
KVOA-TV Tucson, Ariz. (4)	12/10/52	Weed
J. A. Newborn Jr., Tyler, Tex. (19)	.....	.....
KANG-TV Waco, Tex. (34)	1/29/53	.....
WHHH-TV Warren, Ohio (67)	Unknown	.....
WATR-TV Waterbury, Conn. (53)	12/18/52	.....
WWNY-TV Watertown, N. Y. (48)	Unknown	.....
WIRK-TV West Palm Beach, Fla. (21)	11/13/52	.....
KFDX-TV Wichita Falls, Tex. (3)	12/2/53	.....
KTVW (TV) Wichita Falls, Tex. (22)	Unknown	.....
KWFT-TV Wichita Falls, Tex. (6)	11/13/52	NBC
WBRE-TV Wilkes-Barre, Pa. (28)	2/1/53	Raymer
WILK-TV Wilkes-Barre, Pa. (34)	12/18/52	.....
WRAK-TV Williamsport, Pa. (36)	12/18/52	.....
KIMA-TV Yakima, Wash. (29)	3/18/53	.....
KIT-TV Yakima, Wash. (23)	11/6/52	.....
WNOW-TV York, Pa. (49)	April	.....
WSBA-TV York, Pa. (43)	1/23/53	CBS
WFMJ-TV Youngstown, Ohio (73)	3/1/53	Blair-TV
WKBN-TV Youngstown, Ohio (27)	10/2/52	NBC
	‡1/1/53	Headley-Reed
	10/2/52	ABC-DuM
	2/1/53	Avery-Knodel
	11/13/52	.....
	Unknown	.....
	12/4/52	.....
	March	Weed
	12/4/52	.....
	August	.....
	7/11/52	DuM
	April	Hollingbery
	7/11/52	ABC
	‡12/22/52	Radio-TV Reps.
	7/11/52	NBC
	Early 1953	Headley-Reed
	7/11/52	CBS, DuM
	‡1/11/53	ABC
		Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52	.....
WHIZ-TV Zanesville, Ohio (50)	Unknown	.....
	12/10/52	.....
	4/1/53	.....



Wise's trade-mark, the wise old owl, is deftly exploited for maximum product identification in this effective TV spot. "Hoots" of praise against a chorus of voices carol the catchy theme song that precedes the "straight" sales story given by the Wise home economist. This merges into live action home and party scenes climaxed by a reprise of the owl animation and theme song. Created by SARRA for Wise Potato Chip Company through Lynn-Fieldhouse.

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ACTIONS OF THE FCC

January 29 through February 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Dec. 31, 1952*

	AM	FM	TV
Licensed (on air)	2,371	576	98
CPs on air	20	40	31
Total on air	2,391	616	129
CPs not on air	133	14	144
Total authorized	2,624	630	273
Applications in hearing	162	4	65
New station requests	251	12	812
Facilities change requests	190	27	50
Total applications pending	943	196	925
Licenses deleted in Dec.	1	10	0
CPs deleted in Dec.	1	2	0

*Does not include noncommercial educational FM and TV stations.

• • •

AM and FM summary through February 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,390	2,370	170	259	162
FM	614	575	53	10	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	64	142	206
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	123	10	133

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	697	328	574	450	1,025[1]
Educational	19		5	14	19
Total	716	328	579	464	1,044[2]

[1] One applicant did not specify channel.
[2] Includes 220 already granted.

• • •

Processing on city priority Gr. A-2 line has extended to city No. 202.
Processing on city priority Gr. B line has extended to city No. 188.

New TV Stations . . .

Actions by FCC

Bridgeport, Conn. — State of Connecticut, State Board of Education. Granted uhf Ch. *71 (812-818 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 610 ft., above ground 492 ft. Engineering condition. Comr. Rosel Hyde voted to defer action; Comr. E. M. Webster favored letter requesting additional information. Estimated construction cost $328,640. Operating cost not estimated. Post office address % Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location Bullard Havens Technical School. Transmitter location 2.8 mi. NW of Redding, Conn., in Israel Putnam Memorial State Park. Geographic coordinates 41° 21' 31" N. Lat., 73° 22' 48.5" W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. City priority status not applicable to noncommercial, educational applications. Granted Jan. 29.

Hartford, Conn. — State of Connecticut, Board of Education. Granted uhf Ch. *24 (530-536 mc); ERP 235 kw visual, 120 kw aural; antenna height above average terrain 780 ft., above ground 99 ft. Engineering condition. Comr. Rosel Hyde voted to defer action; Comr. E. M. Webster favored latter requesting additional information. Estimated construction cost $514,440. Operating cost not estimated. Post office address % Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location State Office Bldg., 165 Capitol Ave., Hartford. Transmitter location 2.7 mi. NW of Meriden in West Peak State Park. Geographic coordinates 41° 33' 33" N. Lat., 72° 50' 35" W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. City priority status not applicable to noncommercial, educational applications. Granted Jan. 29.

Norwich, Conn.—State of Connecticut, State Board of Education, uhf Ch. *63 (764-770 mc); ERP 215 kw visual, 110 kw aural; antenna height above average terrain 590 ft., above ground 520 ft. Engineering condition. Comr. Rosel Hyde voted to defer action; Comr. E. M. Webster favored letter requesting additional information. Estimated construction cost $328,640. Operating cost not estimated. Post office address % Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location Norwich Regional Technical School. Transmitter location 1.3 mi. WSW of Baltic. Geographic coordinates 41° 36' 37" N. Lat., 72° 06' 27" W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. City priority status not applicable to noncommercial, educational applications. Granted Jan. 29.

Fort Dodge, Iowa—Northwest Television Co. (KVFD). Granted uhf Ch. 21 (512-518 mc); ERP 23 kw visual, 12.5 kw aural; antenna height above average terrain 510 ft., above ground 531 ft. Engineering conditions. Estimated construction cost $240,284, first year operating cost $172,500, revenue $175,000. Post office address 912 1st Avenue South, Fort Dodge, Iowa. Studio and transmitter location near U. S. Highways 169 and 20 Southwest of Fort Dodge, Iowa. Geographic coordinates 42° 29' 16" N. Lat., 94° 12' 9" W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer Everett L. Dillard, Washington. Principals include President and Director **Edward Breen** 9% (20% with wife Elizabeth Breen), Vice President and Director **George Haire** (2%), Treasurer-Director **Allen R. Loomis II** (0.2%), Secretary-Director **L. V. Greer** (0.2%). (BPCT-1234.) City priority status: Gr. A-2, No. 202. Granted Jan. 29.

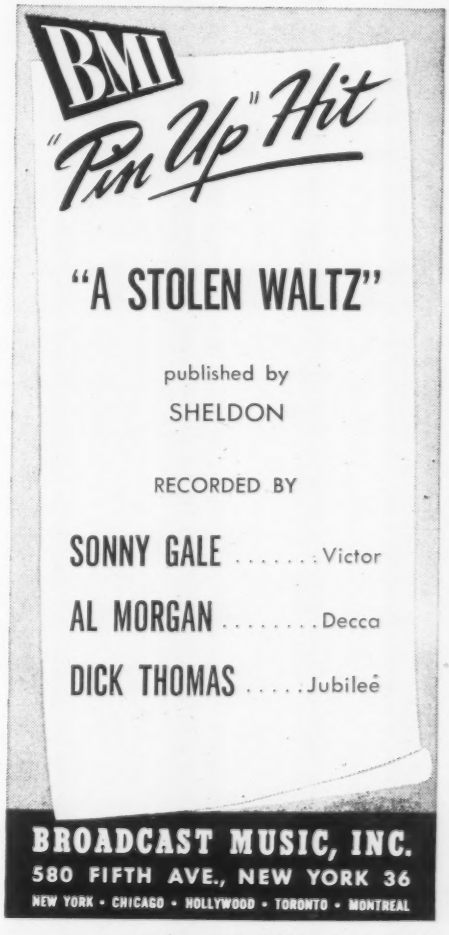
Roswell, N. M.—John A. Barnett (KSWS). Granted vhf Ch. 8 (180-186 mc); ERP 110 kw visual, 55 kw aural; antenna height above average terrain 900 ft., above ground 783 ft. Estimated construction cost $314,722, first year operating cost $100,000, revenue $110,000. Post office address Box 670, Roswell, N. M. Studio location 1719 West 2nd St., Roswell. Transmitter location on Comanche Hill. Geographic coordinates 33° 24' 05" N. Lat., 104° 22' 45" W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer Gautney & Ray, Washington. Sole owner is **John A. Barnett,** licensee of KSWS, oil producer in Midland and Upton counties, Tex., and a consulting geologist. (BPCT-888.) City priority status: Gr. A-2, No. 199. Granted Jan. 29.

Salem, Ore.—Lawrence A. Harvey. Granted uhf Ch. 24 (530-536 mc); ERP 105 kw visual, 56 kw aural; antenna height above average terrain 990 ft., above ground 223 ft. Estimated construction cost $295,300, first year operating cost $225,000, revenue $285,000. Post office address 13200 South Western Ave., Torrance, Calif. Studio location to be determined. Transmitter location 4.8 mi. NW of Salem, atop the Eola Hills. Geographic coordinates 44° 58' 36" N. Lat., 123° 08' 30" W. Long. Transmitter and antenna RCA. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Harry R. Lubcke, Hollywood, Calif., Los Angeles attorney. Sole owner of applicant is **Lawrence A. Harvey,** executive vice president and 33⅓% owner of Harvey Machine Co. (mfrs. of aluminum extrusions), Los Angeles, owner of various parcels of real estate, and applicant for new TV station in Los Angeles. (BPCT-1458.) City priority status: Gr. A-2, No. 99. Granted Jan. 29.

Greenville, S. C.—Greenville Television Co. Granted uhf Ch. 23 (524-530 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 1,140 ft., above ground 149 ft. Estimated construction cost $177,991, first year operating cost $200,000, revenue $220,000. Post office address Calhoun Towers, Greenville, S. C. Studio location Calhoun Towers. Transmitter location peak of Paris Mtn., 4 mi. north of Greenville. Geographic coordinates 34° 56' 27" N. Lat., 82° 24' 33" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include partners **Robert M. Caine** (15%), real estate, mortgage loan and general insurance; **Edgar M. Norris** (10%), investment firm owner; **Calvin F. Teague** (10%), real estate and apartment operation; **Vivian M. Manning** (10%), stocks and bonds broker-dealer; **Hugh Kerr Aiken** (10%), paint mfr.; and, **Keitt Hane Smith, Joseph I. Converse, Camille M. Manning, W. W. Pate, M. B. Crigler, E. E. Scott, R. Boykin Curry Jr., Burnett R. Maybank Jr.** and **Wesley M. Walker,** each 5% interest (all are Greenville residents except Mr. Curry, who is Greenwood, S. C., resident). (BPCT-1354.) City priority status: Gr. A-2, No. 68. Granted Jan. 23.

Johnson City, Tenn.—WJHL Inc. (WJHL). Granted vhf Ch. 11 (198-204 mc); ERP 105 kw visual, 54 kw aural; antenna height above average terrain 720 ft., above ground 630 ft. Engineering condition. Estimated construction cost $231,085, first year operating cost $102,000, revenue $96,500. Post office address 145 West Main St., Johnson City. Studio and transmitter location 143 West Main St. Geographic coordinates 36° 19' 26" N. Lat., 85° 20' 36" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **W. H. Lancaster Sr.** (19.38%), general manager of WJHL; 1st Vice President **W. H. Lancaster Jr.** (4%), commercial manager of WJHL; 2d Vice President (Mrs.) **Harriet B. Campbell;** Secretary-Treasurer **T. F. Dooley** (0.4%); (Mrs.) **Evelyn Lancaster** (22.2%), (wife of W. H. Lancaster Sr.); (Mrs.) **Edna Dooley** (8.53%) (wife of T. F. Dooley) and Estate of **S. H. Campbell Sr.** (31.44%). (BPCT-845.) City priority status: Gr. A-2, No. 185. Granted Jan. 29.

Memphis, Tenn.—Harding College (WHBQ). Granted vhf Ch. 13 (210-216 mc); ERP 240 kw visual, 120 kw aural; antenna height above average terrain 500 ft., above ground 533 ft. Engineering condition. Estimated construction cost $445,092, first year operating cost $400,000, revenue $465,000. Post office address Gayoso Hotel, Memphis, Tenn. Studio location Hotel Chisca, Main and Vance Aves., Memphis. Transmitter



location 2641 Summer Ave., Memphis. Geographic coordinates 35° 08' 58" N. Lat., 89° 58' 11" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President of the Board and Trustee **C. L. Ganus**, owner of Finest Foods Inc. (restaurant), New Orleans; Vice President of the Board and Trustee **Dr. L. M. Graves**, physician head of Memphis Health Dept., and Secretary-Treasurer of the Board and Trustee **W. O. Beeman**, associated with Murrray Co. (industrial management), Memphis. Applicant is non-profit educational institution; no stock authorized or issued. (BPCT-563.) City priority status: Gr. B-4, No. 188. Granted Jan. 29.

Temple, Tex.—Bell Pub. Co. (KTEM). Granted vhf Ch. 6 (82-88 mc); ERP 13 kw visual, 6.5 kw aural; antenna height above average terrain 460 ft., above ground 403 ft. Engineering conditions. Estimated construction cost $164,807, first year operating cost $150,000, revenue $175,000. Post office address P. O. Box 419 Temple, Tex. Studio location 119 West Avenue A. Transmitter location North First St. and city limits. Geographic coordinates 31° 07' 27" N. Lat., 97° 19' 52" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Frank W. Mayborn** (95%), who also is president and controlling stockholder of WMAK Nashville, Tenn., and Secretary-Treasurer **C. A. Schulz** (5%). (BPCT-1426.) City priority status: Gr. A-2, No. 200. Granted Jan. 29.

Tyler, Tex.—Jacob A. Newborn Jr. Granted uhf Ch. 19 (500-506 mc); ERP 2.4 kw visual, 1.3 kw aural; antenna height above average terrain 350 ft., above ground 308 ft. Engineering conditions. Estimated construction cost $110,000, first year operating cost $98,400, revenue $133,000. Post office address P. O. Box 1572, Beaumont, Tex. Transmitter location Peoples National Bank Bldg. Geographic coordinates 32° 21' 03" N. Lat., 95° 18' 07" W. Long. Transmitter and antenna GE. Sole owner of applicant is **Jacob A. Newborn Jr.**, who owns laundry and real estate, is 10% owner of KBMT (TV) Beaumont, Tex., and applicant for new TV station at Minden, La., and Alexandria, La. (BPCT-1422.) City priority status: Gr. A-2, No. 109. Granted Jan. 29.

Charlottesville, Va. — Barham & Barham (WCHV). Granted uhf Ch. 64 (770-776 mc); ERP 120 kw visual, 66 kw aural; antenna height above average terrain 780 ft., above ground 97 ft. Estimated construction cost $165,000, first year operating cost $94,350, revenue $91,800. Post office address % Charles Barham Jr., P. O. Box 631, Charlottesville, Va. Studio and transmitter location top of Patterson Mtn., 2½ mi. SE of Charlottesville. Geographic coordinates 38° 00' 03" N. Lat., 78° 27' 48" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) partners **Charles Barham** and **Emma Lou Barham.** (BPCT-1315.) City priority status: Gr. A-2, No. 196. Granted Jan. 29.

Passed-Over TV Applications

FOLLOWING are additional mutually exclusive applications for new TV stations which have been passed in FCC processing pursuant to Commission action of Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of such applications for time being in order to expedite processing of uncontested TV applications.

GROUP A

Location	Ch.	Applicants	File No. (BPCT—)
Orlando, Fla.	18	Central Fla. Pub. Co.	1402
		Orange TV Enterprises	1459
Alexandria, La.	62	Jacob A. Newborn Jr.	1464
		Barnet Breznor	
Hattiesburg, Miss.	9	Miss. Electronics Co.	1495
		Hattiesburg TV Co.	1545
Mason City, Iowa	3	Lee Radio Inc.	1230
		Twin States TV Co.	1232
Sharon, Pa.	39	Leonard J. Shafitz	1509
		Sharon Herald Bcstg. Co.	Tend.

GROUP B

Portsmouth, Ohio	30	Woodruff Inc.	1430
		Brush-Moore Newspapers Inc.	1449
Akron, Ohio	61	Matta Enterprises	1500
		Allen T. Simmons	1501
Indianapolis, Ind.	8	Universal Bcstg. Co.	110
		TV Indianapolis Inc.	Tend.
		Crosley Bcstg. Corp.	Tend.
Indianapolis, Ind.	13	Indianapolis Bcstg. Inc.	281
		WIBC Inc.	328
		Mid-West TV Corp.	Tend.
Memphis, Tenn.	3	WREC Bcstg. Service	452
		WMPS Inc.	514
Atlanta, Ga.	36	Robert W. Rounsaville	1513
		Ga. Institute of Technology	Tend.

New AM Stations . . .

Applications

Decatur, Ala.—J. B. Falt Jr., 1490 kc, 250 w fulltime; antenna 150 ft. Estimated construction cost $11,785, first year operating cost $26,400, revenue $32,000. **J. B. Falt Jr.,** sole owner of applicant, is president, general manager and 60% owner of WFUN Huntsville, Ala., and president and ⅔ owner of Pulaski Development Co. (FHA subdivision), Huntsville, Ala. P. O. address: P. O. Box 405, Huntsville, Ala. Filed Feb. 3.

Delray Beach, Fla.—Delroy Bcstrs., 1420 kc, 500 w daytime; antenna 200 ft. Estimated construction cost $14,550, first year operating cost $27,000, revenue $39,500. **Robert G. Misenheimer,** sole owner of Delray Bcstrs., is commercial manager of WNCA Siler City, N. C. P. O. address: 2006 James St. Durham, N. C. Filed Jan. 5.

Winter Park, Fla.—Orange County Bcstrs. Inc., 1260 kc, 1 kw daytime; antenna 200 ft. Estimated construction cost $18,555, first year operating cost $43,260, revenue $54,000. Principals include President **Charles Wolf** (58%), general manager of Bowling Centers of Florida Inc., Jacksonville, Fla.; Vice President and Treasurer **Arthur C. Erickson** (40%), announcer-engineer for WROD Daytona Beach, Fla., and Secretary **Richard C. Fellows** (2%), program director and announcer-engineer for WROD. P. O. address: 1113 South Ridgewood Ave., Daytona Beach, Fla. Filed Jan. 5.

Abbeville, S. C.—Abbeville Bcstg. Co., 1300 kc, 1 kw daytime; antenna 200 ft. Estimated construction cost $14,275, first year operating cost $24,000, revenue $36,000. General partners are **T. Lamar Simmons** (50%), 25% owner of Erwin Supply Co. (wholesale merchants), Erwin, N. C., sales agent for Richmond Hardware Co., Richmond, Va., and owner of Cruise-In Theatre, Lillington, N. C., and **M. T. Pack** (50%), manager of WFVG Fuquay Springs, N. C. P. O. address: P. O. Box 421, Fuquay Springs, N. C. Consulting engineer: R. L. Easley. Filed Feb. 3.

Corpus Christi, Tex.—International Radio Co., 1150 kc, 1 kw daytime; antenna 210 ft. Estimated construction cost $38,496, first year operating cost $72,000, revenue $79,000. General partners are **Aroldo O. Lerma** (20%), owner of Lerma Pharmacy, Corpus Christi; **Gaberiel Lozano** (20%), 50% owner of Southwestern Beverage Co. (beer distributor); **Hector de Peña** (20%), Corpus Christi attorney, now serving as assistant county attorney of Nueces County, Tex.; **Dr. Hector P. Garcia** (20%), Corpus Christi physician and surgeon, and **Dr. José A. Garcia** (20%), Corpus Christi physician and surgeon. Messrs. Lerma and Lozano each hold 10% interest in Coastal Bend Television Co., applicant for new TV station on uhf Ch. 22, Corpus Christi, Tex. (BPCT-1066), a mutually-exclusive application with that of A. L. Hunt (BPCT-1032). P. O. address: 3022 Morgan St., Corpus Christi, Tex. Filed Jan. 26.

Killeen, Tex.—KFHT Bcstg. Co., 1050 kc, 250 w daytime; antenna 240 ft. Estimated construction cost $11,750, first year operating cost $16,500, revenue $22,000. Principals include General Managing Partner **Cecil B. Davis** (⅓), owner of Southwest Publishing Co., Oklahoma City, Okla.; General Partner **(Mrs.) Essie A. Davis** (⅓), 35% owner of Coronado Theatre, Oklahoma City, and General Counsel **Loyd Benefield** (⅓), partner in Oklahoma City law firm of Savage, Gibson & Benefield, managing partner and ⅓ owner of WLB Oil Co., Oklahoma City. P. O. address: 5913 N. W. 42nd St., Oklahoma City, Okla. Resubmitted Feb. 3 (first filed Dec. 31, 1952, but later returned).

Staunton, Va.—American Home Bcstg. Co., 900 kw, 1 kw daytime; antenna 245 ft. Estimated construction cost $22,814, first year operating cost $21,780, revenue $41,754. Principals include President **Carl W. Fleming** (25%), farming, poultry and livestock, Mt. Jackson, Va.; Vice President **Williard F. Ganoe** (25%), manufacturer of hardwoods, Franklin, W. Va.; Treasurer **Charles E. Heatwole** (25%), farming and custom machine work, Hinton, Va., and General Manager-Program Director **Lloyd Gochenour** (25%), pastor of The Peoples Church, Harrisonburg, Va., and director of Shenandoah Valley Gospel Asso. Inc., Harrisonburg. P. O. address: P. O. Box 209, Harrisonburg, Va. Filed Jan. 5.

Edmonds, Wash.—King's Inc., 630 kc, 1 kw daytime; antenna 300 ft. Estimated construction cost $28,457, first year operating cost $30,000, revenue $30,000. Principals include President **A. B. Mike Martin,** president of King's Inc. (Christian charitable organization); Vice President **Axel P. Fredeen,** owner of Strom-Fredeen Floor Co., Seattle; Secretary **Edgar Atkinson,** Minister of Gospel, and Treasurer **Dr. C. Dorr Demaray,** Minister of Gospel. **King's Inc.** is sole owner of applicant; each board member has one vote. P. O. address: P. O. Box 7098, Richmond Highlands, Seattle 33, Wash. Filed Feb. 3.

Existing AM Stations . . .

Applications

WXOK Baton Rouge, La.—Capital City Bcstg. Co., request mod. CP to change from 1260 kc, 1 kw daytime, to 540 kc, 1 kw daytime, antenna height 315 ft. Estimated cost of change not indicated. Applicant states it was to have completed construction on 1260 kc, as authorized under CP, last week, and that request for mod. CP will not delay 1260 kc start. Filed Feb. 3.

New FM Stations . . .

Applications

Golden, Col.—Evert A. Bancker Jr., 98.9 mc (Ch. 255), ERP 2.5 kw; antenna height above average terrain 580 ft., above ground 60 ft. Estimated construction cost $1,650 (major items of equipment already on hand), first year operating cost $12,000, revenue $10,000. **Evert A. Bancker Jr.,** sole owner of applicant, is a student. P. O. address: P. O. Box 364, Route 3, Golden, Col. (BPH-1834). Filed Jan. 28.

Hearing Cases . . .

Actions by FCC

Aladdin Radio & Television Inc. and **Denver Television Co., Denver, Col.**—Hearing Examiner James D. Cunningham issued initial decision looking toward *grant* of **Aladdin Radio & Television Inc.** application (BPCT-426) for new TV station on vhf Ch. 7, ERP 316 kw visual, 158 kw aural, and *denial* of mutually exclusive application of **Denver Television Co.** (BPCT-951). (Docket 9041, 10240.) Initial decision Feb. 2.

Storer Bcstg. Co., Miami, Fla., and **Wheeling, W. Va.-Steubenville, Ohio**—Commission stated it would withhold any further action on applications for new TV stations in conflict with those of Storer for vhf Ch. 10 in Miami (BPCT-228) and vhf Ch. 9 in Wheeling-Steubenville (BPCT-360) for period of 30 days during which Storer may elect which of its two applications it desires Commission to consider. Storer now owns or controls four TV stations; under FCC rules no

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$125,000.00

Profitable network affiliate in a very desirable market that has retail sales in excess of $80,000,000.00. Excellent plant. Liberal financing.

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RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

person can own or control more than five commercial TV stations. Memorandum opinion and order Jan. 30.

Brush-Moore Newspapers Inc. and Stark Bestg. Corp., Canton, Ohio—Commission denied joint petition requesting (1) waiver of one-year waiting period contained in Sec. 3.609 of TV rules, and (2) amendment of TV table of assignments to provide an additional uhf TV channel for Canton. Comr. Rosel Hyde issued dissenting statement. Comr. George Sterling issued concurring opinion and Comr. Eugene Merrill concurred in part. Memorandum opinion and order Jan. 28.

Hearing Calendar . . .

Hearings in Progress

Flint, Mich.—New TV, vhf Ch. 12. Examiner Benito Gaguine.

Denver, Col.—New TV, vhf Ch. 4. Further hearing. Examiner James Cunningham.

Portland, Ore.—New TV, vhf Ch. 8. Examiner Elizabeth C. Smith.

Sacramento, Calif.—New TV, vhf Ch. 10. Examiner Thomas H. Donohue.

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper.

Theatre Television; Allocation of Frequencies—Before Commission *en banc* on Mondays and Tuesdays only.

Wichita, Kan.—New TV, vhf Ch. 3. Examiner Hugh B. Hutchison.

February 9

Portland, Ore.—New TV, uhf Ch. 21. Further hearing. Examiner Elizabeth C. Smith.

February 10

Wichita, Kan.—New TV, vhf Ch. 10. Examiner Hugh B. Hutchison.

February 11

KOB Albuquerque, N. M.—Extension of SSA on 770 kc. Examiner James Cunningham.

February 17

Duluth-Superior—New TV, vhf Ch. 3. Examiner Herbert Sharfman.

February 18

Canton, Ohio—New TV, uhf Ch. 29. Examiner Fanney N. Litvin.

Azalea Bestg. Co., Mobile, Ala.—New AM, 1340 kc, 250 w, unlimited. Examiner William Butts. Docket 9964.

John W. Blake and Charles R. Wolfe, partners, and High Lite Bestg. Co., Killeen, Tex.—Both seeking new AM, 1050 kc, 250 w day. Examiner not designated. Dockets 10122, 10123.

February 24

William O. Barry, Lebanon, Tenn.—New AM, 1340 kc, 100 w, unlimited. Examiner not designated. Docket 10375.

February 25

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie Neal Huntting.

March 16

Portland, Ore.—New TV, vhf Ch. 6. Examiner Elizabeth C. Smith.

March 25

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion. Docket 10089.

April 15

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith.

Continued Without Date

Duluth-Superior—New TV, vhf Ch. 6. Examiner Herbert Sharfman.

Harrisburg, Pa.—New TV, uhf Ch. 27. Examiner William Butts.

Sacramento, Calif.—New TV, separate hearings for vhf Ch. 3, uhf Ch. 40 and uhf Ch. 46.

Beaumont, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV and Peoples Bestg. Co. (WLAN). Examiner J. D. Bond.

New Petitions . . .

January 29

WGAL-TV and Peoples Bestg. Co. (WLAN), Lancaster, Pa. New TV, vhf Ch. 8 (Dockets 10366, 10365; BPCT-910, 654)—Opposition filed by NBC, licensee WNBW (TV) Washington and WNBT (TV) New York, to petition of Peoples on Jan. 19 for reconsideration and change of issues in comparative hearing set by FCC. NBC asks that Peoples petition be dismissed on ground Peoples is not a "person aggrieved" within meaning of Sec. 5(d) of Communications Act. NBC noted vhf Ch. 4 was deleted from Lancaster and is no longer being used there.

John H. Poole tr/as John Poole Bestg. Co. (KBIG), Avalon, Calif. New AM permittee, 740 kc.—Petition filed by CBS of Calif. Inc., licensee KCBS San Francisco (740 kc), supplementing its interference protest of Dec. 12, 1952, which asked that hearing be designated for KBIG's application for license. Supplemental petition asks that (1) KBIG program test authority be revoked, or (2) KBIG be permitted to continue operation "only at such reduced power as will afford adequate protection to KCBS." Interference protest also filed against KBIG on Jan. 30 by KMPC Los Angeles (710 kc) requesting that FCC: (1) designate KBIG license application for hearing; (2) revoke program test authority or order power to be reduced to eliminate overlap of 25 mv/m contours, and (3) require KBIG to adjust directional antenna to eliminate overlap cited.

St. Joseph Valley Bestg. Corp. (WJVA), South Bend, Inc. License renewal and transfer of control (Dockts 9692 and 10065; BR-1877, BTC-897)—Opposition filed by Chief, FCC Broadcast Bureau, to motion of WJVA on Jan. 22 to strike exceptions of Chief of Broadcast Bureau filed Jan. 15 to initial decision of Dec. 19, 1952, proposing to grant renewal and transfer.

January 30

Versluis Radio and Television Corp., Muskegon, Mich. Permittee new TV station (BPCT-1208)—Motion filed to dismiss protest of grant submitted to FCC Jan. 22 by Music Bestg. Corp. (WGRD), Grand Rapids, Mich., citing alleged economic injury [B•T, Jan. 26]. Versluis contends Music is not party in interest within meaning of Communications Act, hence has no standing. Versluis also notes *Saunders* case dealt with AM stations, not AM and TV, and asserts FCC found its TV application in proper form since no additional information or explanation was requested before grant.

KGAL Lebanon, Ore. Permittee to change from 930 kc 1 kw day to 920 kc 1 kw fulltime directional (BP-8223)—Interference protest filed by KXLY Spokane (920 kc) asking that grant be reconsidered and set for hearing.

February 2

Alvin E. O'Konski (WOSA, formerly WLIN), Merrill, Wis. Permittee to move to Wausau and increase power from 1 kw to 5 kw on 550 kc fulltime (BP-8239)—Protest of conditional grant of Jan. 2 and request for hearing filed by WSAU Wausau. WSAU alleges misrepresentations on part of O'Konski, concerning construction prior to receipt of CP, in his request for conditional grant.

Leonard J. Schafitz and Sharon Herald Bestg. Co., Sharon, Pa. New TV, uhf Ch. 39 (BPCT-1509, 1549)—Petition by Schafitz for immediate consideration of his application and for dismissal of competitive bid of Sharon Herald on ground latter is defective.

February 3

Sacramento Bestrs. Inc., et al, Sacramento, Calif. New TV, vhf Ch. 3 (Dockets 9012, BPCT-411 et al.)—Petition by KCRA to amend its application to correct clerical errors and certain minor omissions in estimated cost of construction figures.

February 4

TV Reallocation Proceeding (Docket 8736 et al) and Hearst Radio Inc., Milwaukee. New TV, application for vhf Ch. 10 (Docket 8955, BPCT-383)—Request by Joint Committee on Educational Television for permission to participate in oral argument set Feb. 16 on status of prefreeze application of Hearst for Ch. 10, reserved by Sixth Report for noncommercial educational use by Sixth Report and Order.

Routine Roundup . . .

January 28 Applications

ACCEPTED FOR FILING

Change Transmitter Location

KVLC Little Rock, Ark., Southwestern Bestg. Co.—License for CP (BP-8451), which authorized change in trans. location and installation of new ant. and ground system (BL-4889).

License for CP

KVSM San Mateo, Calif., Hugh H. Smith—License for CP (BP-8367), which authorized increase in power and installation of new trans. (BL-4894).

Extension of Completion Date

WICC Bridgeport, Conn., Bridgeport Bestg. Co.—Mod. CP (BP-8453), which authorized new trans., for extension of completion date (BMP-6114).

License for CP

WCEH Hawkinsville, Ga., Tri-County Bestg. Co.—License for CP (BP-8116), which authorized new AM (BL-4881).

Install Center Tower

WOC Davenport, Iowa, Tri-City Bestg. Co.—CP to install new center tower (increase height) and mount TV ant. on top.

Change Name

WAAB Worcester, Mass., Olin Corp.—Mod. license to change name to WAAB Inc.

License for CP

KRMS Osage Beach, Mo., Robert M. Smith—License for CP (BP-7201), as mod., which authorized new AM (BL-4885).

KNBR North Platte, Neb., John Townsend—License for CP (BP-7201), as mod., which authorized new AM (BL-4882).

KLEA Livingston, N. M., Prosperity Land Bestg. Co.—License for CP (BP-8222), as mod., which authorized new AM (BL-4877).

WCHN Norwich, N. Y., Radio Norwich Inc.—License for CP (BP-8011), as mod., which authorized new AM (BL-4880).

KWHP Cushing, Okla., Cimarron Bestrs.—License for CP (BP-6819), as mod., which authorized new AM (BL-4886).

KEXX San Antonio, Tex., Manuel D. Leal—

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Phone Emerson 2-8071

License for CP (BP-8050), as mod., which authorized new AM (BL-4879).

License Renewals

Following stations request renewal of license:

WBRC Birmingham, Ala., Birmingham Bcstg. Co. (BR-421); **KARK Little Rock, Ark.**, Arkansas Radio & Equipment Co. (BR-739); **KBOL Boulder, Col.**, Boulder Radio KBOL Inc. (BR-1460); **KFEL Denver, Col.**, Eugene P. O'Fallon Inc. (BR-107); **WDEL Wilmington, Del.**, WDEL Inc. (BR-141); **WTAD Quincy, Ill.**, Lee Bcstg. Inc. (BR-596); **KDLM Detroit Lakes, Mich.**, Detroit Lakes Bcstg. Corp (BR-2653); **WFNS Burlington, N. C.**, Burlington-Graham Bcstg. Co. (BR-1480); **WKY Oklahoma City**, WKY Radiophone Co. (BR-468); **WTMA Charleston, S. C.**, Atlantic Coast Bcstg. Co. (BR-1001); **KSEL Lubbock, Tex.**, Lubbock Bcstg. Co. (BR-1388); **KJBC Midland, Tex.**, Jack Cecil (BR-2491); **KFRD Rosenberg, Tex.**, Fort Bend Bcstg. Co. (BR-2279); **WDBJ Roanoke, Va.**, Times-World Corp. (BR-387).

January 29 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., Lancaster, Pa.—Granted in part motion for continuance of hearing from Feb. 2, 1953 to date thirty days after commission action on movant's "motion to enlarge and change issues," filed Jan. 16, 1953, which is pending before commission; hearing continued until such date as shall be fixed by further order.

By Hearing Examiner Elizabeth C. Smith

Portland Television Inc., Portland, Ore.—Granted petition to amend application for CP for new TV station (Ch. 8) (Docket 10245; BPCT-956) to show (1) reduction in height of supporting tower from 649 ft. to 500 ft. and other changes resulting from such reduction of tower height, including reduction in certain of financial items shown in sec. III, page 1; and (2) certain minor changes in estimated cost of operation and estimated revenues for first year.

North Pacific Television Inc., Portland, Ore.—Granted petition to amend application for CP for new TV station (Ch. 8) (Docket 10319; BPCT-1138) to show (a) revised ant. power gain of 11.04 db and revised transmitter operating power to reflect such revised power gain; (b) revised minimum field intensity of 97 db over Portland; (c) revised distances to the Grade A and Grade B contours on present eight radials; and (d) change in operating power constants of aural trans. from 25 kw to 30 kw.

BY COMMISSION EN BANC

Change DA Pattern

WSLS Roanoke, Va., Roanoke Bcstg. Corp.—Granted CP to make changes in DA for D operation; engineering conditions (BP-8272).

Change Station Designation

WNPT Northport, Ala., West Alabama Bcstg. Co. Inc.—Granted mod. license to change station designation from Northport to Tuscaloosa, Ala. (BML-1531). No move of studio or transmitter involved.

Advised of Hearing

Lebanon-Springfield Bcstg. Co., Lebanon, Ky.—Is being advised that application (BP-8519) for new AM on 1470 kc 1 kw D, indicates necessity of hearing because of engineering considerations including interference to WLCK Campbellsville, Ky.

WOKY Milwaukee, Wis., Bartell Bcsters. Inc.—Is being advised that application (BMP-5948) for mod. CP to extend time for increasing power on 920 kc to 5 kw-LS and continue 1 kw night (BP-7959) involves considerations which indicate necessity of a hearing.

Granted Extension of SSA

Commission granted extensions of SSA to following stations, on temporary basis, for period of 60 days ending April 1, 1953:

WNYC New York City, City of New York Municipal Bcstg. System—For use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST).

KFAR Fairbanks, Alaska, Midnight Sun Bcstg. Co.—For use of 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., The Baptist General Convention of Texas—For use of 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi.

WOI Ames, Iowa, Iowa State College of Agriculture and Mechanic Arts—For use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

Renewal of License

Following stations granted renewal of licenses on regular basis:

KBOA Kennett, Mo.; KCMO Kansas City, Mo.; KDEC Decorah, Iowa; KFEQ St. Joseph, Mo.; KFMO Flat River Mo.; KFUO Clayton, Mo.; KICD Spencer, Iowa; KIOA Des Moines, Iowa; KNEM Nevada, Mo.; KSTL St. Louis, Mo.; KWOS Jefferson City, Mo.; KWRE Warrenton, Mo.; KBIZ Ottumwa, Iowa; KBOE Oskaloosa, Iowa; KBOK Waterloo, Iowa; KFAL Fulton, Mo.; KWLC Decorah, Iowa; KWPC Muscatine, Iowa; WOI Ames, Iowa; KXIC Iowa City, Iowa; WEW St. Louis, Mo.; WHB Kansas City, Mo.; KDRO Sedalia, Mo.; KJAM Vernal, Utah; KNOG Nogales, Ariz.; KSEK Pittsburg, Kan.; WHED Washington, N. C.; WKIC Hazard, Ky.; WTSB Lumberton, N. C.; WSTA St. Thomas Island, V. I.; KCLS Flagstaff, Ariz.; KPST Preston, Ida.; WEPM Martinsburg, W. Va.; WGAU Athens, Ga.; KIMO Independence, Mo.; KWOC Poplar Bluff, Mo.; WBIW Bedford, Ind.; WSOO Sault Ste. Marie, Mich.; KRNT Des Moines, Iowa; KCRT Trinidad, Col.; KURV Edinburg, Tex.; WBHB Fitzgerald, Ga.; WCHI-FM Chicago Heights, Ill.; KRNT-FM Des Moines, Iowa; KWPM-FM West Plains, Mo.; KXEL-FM Waterloo, Iowa; WDBQ-FM Dubuque, Iowa; WHO-FM Des Moines, Iowa; WOC-FM Davenport, Iowa; KWOC-FM Poplar Bluff, Mo.

January 30 Applications

ACCEPTED FOR FILING

License for CP

KRCH Hot Springs, Ark., Hot Springs Bcstg. Co.—License for CP (BP-8198), as mod., which authorized new AM (BL-4891).

KBIG Avalon, Calif., John Poole Bcstg. Co.—License for CP (BP-7569), which authorized new AM (BL-4897).

WTRP La Grange, Ga., Chattahoochee Bcstg. Co. Ltd.—License for CP (BP-8135), as mod., which authorized new AM (BL-4893).

WBRN Big Rapids, Mich., Paul A. Brandt—License for CP (BP-8267), as mod., which authorized new AM (BL-4895).

License Renewal

KXLJ Helena, Mont., The Peoples Forum of the Air—Requests renewal of broadcast license (BR-941).

February 2 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KTKN Ketchikan, Alaska, Alaska Bcstg. Co. (BR-1193); KNAE Jonesboro, Ark., Radio Jonesboro Inc. (BR-2512); KGHI Little Rock, Ark., KGHI Bcstg. Service (BR-729); WGTA Summerville, Ga., Tri-State Bcstg. Co. (BR-2502); KSEI Pocatello, Ida., Radio Service Corp. (BR-123); WSUI Iowa City, Iowa, State U. of Iowa (BR-524); WAVE Louisville, Ky., WAVE Inc. (BR-308); WFMD Frederick, Md., The Monocacy Bcstg. Co. (BR-875); WBCK Battle Creek, Mich., Michigan Bcstg. Co. (BR-2045); KNEB Scottsbluff, Neb., Platte Valley Bcstg. Corp. (BR-1867); WAAT Newark, N. J., Bremer Bcstg. Corp. (BR-172); WRUN Utica, N. Y., Rome Sentinel Co. (BR-2307); KFJI Klamath Falls, Ore., KFJI Bcstg. (BR-24); WNCC Barnesboro, Pa., North Cambria Bcstrs. Inc. (BR-2590); WCNR Bloomsburg, Pa., Columbia-Montour Bcstg. Corp. (BR-1654); WCAE Pittsburgh, Pa., WCAE Inc. (BR-386); WAPO Chattanooga, Tenn., WAPO Bcstg. Service Inc. (BR-902); WKNA Charleston, W. Va., Joe L. Smith Jr. Inc. (BR-1432).

APPLICATIONS RETURNED

License for CP

KCHE Cherokee, Iowa, Cherokee Bcstg. Co.—License for CP (BP-8131), as mod., which authorized new AM.

February 3 Decisions

BY BROADCAST BUREAU

Modification of CP

WLAF La Follette, Tenn., La Follette Bcstg. Co. Inc.—Granted mod. CP for approval of ant. trans. and studio location; make changes in ant. system and change type trans. (BMP-6028).

WGSW Greenwood, S. C., Radio Greenwood Inc.—Granted mod. CP to change type trans. (BMP-6007).

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—Granted mod. CP for approval of ant. trans. and main studio location and change type trans. (BMP-5953).

Knoxville Ra-Tel Inc., Knoxville, Tenn.—Granted mod. CP for approval of ant. trans. location, specify studio location, and change type trans. (BMP-6106).

WAVE-TV Louisville, Ky., WAVE Inc.—Granted mod. CP for extension of completion date to Sept. 11, 1953 (BMPCT-965).

WHAS-TV Louisville, Ky., WHAS Inc.—Granted mod. CP to change type trans. and amplifier and make other equipment changes (BMPCT-969).

Application Dismissed

WFLY (FM) Troy, N. Y., The Troy Record Co.—Dismissed application for FM broadcast STL station to be operated at Troy, N. Y., in conjunction with WFLY (FM) for failure to prosecute same (BPST-78).

WIPR San Juan, P. R., Dept. of Education of Puerto Rico—Dismissed application (BPST-86) for CP for new standard broadcast STL station, to be used with WIPR San Juan for failure to prosecute same.

Granted CP

WPAG Ann Arbor, Mich., Washtenaw Bcstg. Co. Inc.—Granted CP to mount TV ant. on top

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Help Wanted

Managerial

Manager. Florida television applicant seeking outstanding young executive assistant to general manager, who can with several months training, assume managerial duties of 5 kw AM operation. Must be creative and public service minded, as well as possessing ability to direct sales, programming and engineering departments. Please write fully and enclose photograph in first letter. Your application will be kept in absolute confidence. Box 726S, B•T.

General manager. If you have a record of successful management and sales in a small market here's an opportunity for you to qualify for similar position in large metropolitan market. Box 750S, B•T.

Salesmen

Radio salesman—Good opportunity for young, energetic man or woman in Ohio city of 100,000. Send qualifications and references to Box 588S, B•T.

Salesman. $50. weekly salary plus 10% commission. Must be experienced. Southeast area, lucrative market. Good for $10,000. Box 685S, B•T.

Sales manager wanted. Unusual opportunity for aggressive sales manager with good past record to obtain promotion in metropolitan market. Box 751S, B•T.

Local salesman for 5000 watt fulltime Mutual affiliate. Top station in excellent market. Write full details with photo to: Manager, KWHN, Fort Smith, Arkansas.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-engineer, $300. Photo, qualifications only, first letter. Box 597S, B•T.

Announcer. One who is also interested in part-time selling. Net affiliate in small east Tennessee town. $65 week to start. Write details and send audition to Box 625S, B•T.

Regional Minnesota station wants sports announcer. Good salary. Chance to earn extra money selling radio time. Box 688S, B•T.

Staff announcer, emphasis news and spots. Unusual opportunity metropolitan Detroit area. Send details, audition to Box 727S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

AM-TV station in southeastern market of 100,000 has opening for qualified announcer. Salary open. Prefer applicants from this region only. Complete information, photo and tape or disc to Box 732S, B•T. All applications will be acknowledged.

Announcer-engineer with first phone. Growing 250 Mutual affiliate, in beautiful south central Florida. Send resume and audition. Box 737S, B•T.

Announcer with first class ticket. Good working conditions. 1000 watt daytime independent in Pennsylvania. Permanent. $75.00. Forty hours with time and a half. Regular increases. Desire a man strong on news and sports. Box 742S, B•T.

Northern Ohio radio-TV station needs experienced DJ-showman for morning show. Send preliminary disc, experience and references to Box 753S, B•T.

Versatile announcer for Michigan station. Must be capable gathering local news and covering special events plus general announcing duties. Good conditions, excellent future. Send audition, photo, complete resume. Box 756S, B•T.

Help Wanted—(Cont'd.)

Wanted: Experienced announcer. Starting pay is good. Network station. Radio Station KLIC, Monroe, Louisiana.

Wanted: Engineer-announcer. West Texas station. Good salary plus commission on profits. Address Box 941, Amarillo, Texas.

Immediate opening combo man with first class license, good on news, wire or call KBLI, Blackfoot, Idaho.

Want sober combo, first phone. $250. KEVT, Kerrville, Texas.

Newsman, 1000 watt farm station. Our man moving into big station. Position news, some staff. News department all yours. Send tape, picture, other data to KMMO, Marshall, Missouri.

Pay good, if the announcer is good. Send photo, tape or disc. Program Director, KSCB, Liberal, Kansas.

$300.00 per month to good combination man. ABC station, 37 hour week, 1½ all over 40. WGYV, Greenville, Alabama.

Staff announcer, strong on music shows but must be versatile. Contact Program Director, WJAC, Johnstown, Pa.

Immediate opening announcer and announcer-engineer. Floaters and drifters need not apply, give full details. Apply today, salary open. WMJM, Cordele, Ga.

Announcer with ad-lib experience, read news, hillbilly and colored disc jockey shows. Announcing must be good. Joe Phillips, WSSO, Starkville, Mississippi. Home of Mississippi State College.

Combination announcer - engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Wanted: Experienced announcer. Starting pay is good. Network station. Radio Station KLIC, Monroe, Louisiana.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, B•T.

First class radio engineer wanted. $75.00 weekly. 1000 watt station near Atlanta, Georgia. Box 566S, B•T.

Network affiliate needs engineers for transmitter watch, 44 hour week—$60 to $80 a week dependent upon experience. Box 626S, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 639S, B•T.

First class engineer wanted by well-established Massachusetts station. Good working conditions. State salary requirements and references. Box 747S, B•T.

1st class experienced engineer capable assuming chief engineer duties 250 watt Ohio daytime station. Good working conditions and salary. Box 776S, B•T.

Wanted—Transmitter engineer with car, 5000 watt regional station with television application on file. Radio Station KJAY, Topeka, Kansas.

A maintenance engineer-announcer and a good announcer with ticket. $91.50 per week, contact Jim Duncan, KSIL, Silver City, New Mexico.

Combo, first class phone with pleasant voice. 250 ABC affiliate, delightful climate. KTRC, Santa Fe, New Mexico.

First class operator. Transmitter work. Union. Experience not necessary. Permanent. 40 hour week, 1½ overtime. WAOV, Vincennes, Indiana.

Immediate opening for first phone operator. WASA, Havre de Grace, Md.

Immediate opening first phone engineer. Beginner considered. WMDN, Midland, Michigan.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Help Wanted—(Cont'd.)

First class phone licensee. No experience needed. Car necessary. Contact Chief Engineer, WTNS, Coshocton, Ohio.

Production-Programming, Others

Program director-announcer. Southwest major network station with a TV hearing in its lap is in need of a man that can do an early morning program (6:30 to 8:00) and serve out his working day as program director for balance of staff. Must have friendly delivery and really like people and do a morning show that's more than a DJ show or the usual time and temperature deal. Send details in first letter. Prefer man from southwest or that has some knowledge of agriculture. Give salary requirements. Write Box 662S, B•T.

Forward looking continuity director for progressive 5000 watt midwest station. Must be experienced radio writer with original selling ideas. Attractive salary, vacation plan. Promote-from-within policy. Give full details, experience, availability, sample commercials. Box 754S, B•T.

Copywriter. Well established midwest net affiliate. Small market. Best working conditions. 40 hour week. Send complete information including expected salary. Box 773S, B•T.

Copywriter, man or woman, for independent station. Send sample continuity, details, salary to WPIC, P. O. Box 541, Sharon, Pa.

TELEVISION

Salesmen

TV topflight account executive for new St. Louis, Mo., U.H.F. station on air May. Guaranty and liberal commission arrangement assures income of well over $10,000 per year—man we are looking for is presently in TV sales and is interested in moving up the ladder in that he will step in as local sales manager within a few months, after proving his abilities. Write complete qualifications in reply, will be treated in strict confidence. WTVI, Signal Hill Telecasting Corp., Room 1939, Boatmen's Bank Bldg., St. Louis 2, Mo.

Production, Programming, Others

Southern TV station needs assistant to promotion director. Duties will include copy, layout, merchandising (art ability very helpful). Good opportunity in rapidly expanding operation. Experience will be important consideration. Send resume, salary requirements and photo. Box 677S, B•T.

Wanted: Production director, film technician and chief announcer for new TV station in southwest. Write giving complete experience, qualifications and salary expected. Box 766S, B•T.

Situations Wanted

Managerial

Successful manager of local station seeking new, permanent opportunity. Box 601S, B•T.

Top manager now available. Outstanding record in management and sales. Absolutely guarantee results. Twenty years experience. 250 or 5000 watt operation. Finest reference. No absentee ownership worries. Western states or coast area preferred. Write or wire Box 713S, B•T.

Sales manager. Young aggressive. Ten-year record of successful achievement. Radio or TV. Box 757S, B•T.

Salesmen

Topflight salesman - salesmanager has reached peak billing in small market stations, desires to move into station with TV future. Family man. 7 years successful radio. Previous newspaper background. Guarantee results. Box 723S, B•T.

Radio or TV. Texan—Account executive 4-A agency, early thirties, single, BBA, good health, no reserve liability. Solid background: Newspaper reporter, radio salesman-writer, agency AE. Knows advertising and selling from viewpoint of station, agency and advertiser. He sells 'em so they stay sold; no blue sky. Interested only in lifetime opportunity; no objection to small town. Available April 1. Box 743S, B•T.

Announcers

Sportscaster. Experienced, employed. Seeks position year-round sports station, TV plans, major market. TV trained. Baseball a must. Air tapes, references. Box 648S, B•T.

Announcer-engineer, some New York experience. Resume, disc or tape on request. Versatile, veteran, single. Conscientious, dependable, sober. Try me! Box 655S, B•T.

Experienced hillbilly-disc jockey, employed now, want advancement. Sober, family, will send tape. Box 661S, B•T.

XUM

Situations Wanted—(Cont'd.)

Announcer, married, experienced, good appearance, operate board, colorful voice. Versatile. Box 669S, B•T.

Announcer-newsman, with network affiliate, top-flight newscaster, writing background, production skills, special events experience, university degree, radio and TV, single, young, looking for top ladder position. Box 694S, B•T.

Versatile announcer, excellent references, progressive station, preferably south. Box 710S, B•T.

Young man, single, 22, draft exempt, just graduated college, B.A. in speech-radio, N.Y.C. resident. Desires to enter field of radio, preferably in N.Y. state. Some spot announcing experience. Quick to learn, will do anything. Box 722S, B•T.

Announcer. 5 years experience — music, news, sports, play-by-play. Personality. Box 728S, B•T.

Newscaster. Interesting delivery. Impressive record, references. Local, regional, network experience. Box 731S, B•T.

Announcer, DJ, 5 years, 4-F, good voice. Available immediately. Box 735S, B•T.

Announcer: 2 years experience all phases radio, news specialty, DJ, continuity, promotion, some programming, consider television, college graduate. Box 739S, B•T.

Announcer and/or writer. 3½ years indie experience. Staff, DJ, news, control board. East preferred. Married, 1 child. Box 741S, B•T.

Announcer. Veteran, nine years, married, concientious. Desires position in progressive station. Particulars on request. Box 749S, B•T.

Announcer, friendly, authoritative delivery. News, DJ, board, copywriting. Extensive experience all phases. Presently employed top market. Interested programming, promotion, ideas. Prefer N.Y.C., New Jersey vicinity. Consider all. Box 752, B•T.

6 years experience, staff, local news, baseball, deejay, emcee. Currently employed 5 kw net affiliate in major 7 station market. Desire east. Box 758S, B•T.

Sportscaster-DJ, experienced in play-by-play. College, draft exempt, young, ambitious. Prefer eastern U.S. Box 761S, B•T.

Announcer, good voice, reliable, newscasting, musical programs, commercials, station operations. Box 762S, B•T.

General staff news, commercials, DJ. Very sports-minded. Prefer midwest job. Disc, photo, data available. Box 763S, B•T.

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Experienced sportscaster available for baseball play-by-play for 1953 season. Tape, photo, references available. Box 769S, B•T.

Single young man. Strong desire for announcing career. Desires to learn. Money no object. Strong on DJ. Free to travel. Box 778S, B•T.

Disc jockey and news. Graduate SRT Chicago. All phases of announcing, turntable and board control. Photo and disc on request. Harry F. Carlson, 3502 S. 55th Court, Cicero, Illinois.

Announcer, DJ, news, board man. Pathfinder graduate. No drinker, smoker, or floater. Florida or New York. Dick David, 5101 8th Street, N. W., Washington, D. C.

Journeyman-announcer—top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Announcer, 26, married, vet. Available, some experience, NBC training, versatile, contact immediately. Pete Franklin, 97 Baldwin Road, Hempstead, L. I., New York.

Announcer, versatile. Strong on news, commercials, DJ, specialist in play-by-play sports. Ronald McKelvey, Toms River, N. J.

Staff announcer, experienced. Good board man. Young, versatile. Single, have car, draft exempt. Gordon Pell, 1360 Peabody St., N.W., Wash. 11, D. C., TA-9-6187.

Announcer-engineer. Have first class ticket. Staff work. Reliable and dependable. Strachocki, 737 11th Street, N. W., Washington, D. C., Metropolitan 8-5255.

Woman announcer-engineer, 1st phone. College and technical school graduate. Prefer west. Single, veteran, available now, resume, disc. Martha Jane Warner, 2106 Rockledge Road, Hollywood 28, California.

Situations Wanted—(Cont'd.)

Technical

12 years experience AM-FM chief engineer wants combination job. Minimum salary — $350 per month. Box 363S, B•T.

Chief engineer or engineer: Experienced with directionals, also high frequency, high powered stations. Can build station from C. P. Available immediately. All inquiries answered confidentially. Prefer southeast. Box 476S, B•T.

First phone with two years experience. Desire something permanent. Box 637S, B•T.

Engineer, first class. 2 years experience studio and transmitter. N.Y.C. area preferred. Box 724S, B•T.

First phone, class-A-amateur. Single, age 28, new car, radio schooling. Little experience on 2nd class. State salary, hours and specify job. Box 734S, B•T.

Engineer, 1st phone, some experience, single, veteran, east preferred. Box 740S, B•T.

Available immediately. First phone. Twenty months experience. Prefers eastern states. Box 746S, B•T.

Chief engineer or engineer: 14 years experience 100 watt to 50 kw including directionals. TV training. Prefer midwest or south. Box 748S, B•T.

Engineer-announcer. First phone, good voice news and commercials. Interested permanent position only. Mature. Experience. Box 772S, B•T.

Available immediately. Eight years transmitter-studio-remotes. Single, 28, car. $75.00. Permanent. Mr. Engineer, 206 Furman St., Syracuse 5, New York, 75-8913.

First phone, radio/TV technical grad. Veteran, married, desires position broadcast field. No broadcasting experience. L. J. Gaynor, 956 East 172nd St., New York 60, N. Y.

Transmitter engineer available immediately. 5 years broadcast service. Veteran, 27, prefers Texas or Gulf Coast. H. R. Poole, 4711 Cedarhill, Houston, Texas.

Situations Wanted—(Cont'd.)

Production-Programming, Others

Continuity writer. Male. Single. Accurate, rapid Excellent references. South preferred. Box 674S, B•T.

Stable young program director with 5 years radio and television seeks employment in warm climate due to ill health of children. Also experienced as news editor. Box 767S, B•T.

Successful program man in major California radio-TV operation desires executive position in smaller west coast station. Box 770S, B•T.

News-writer, editor; photographer still, movie; 27 years news business; tape; sports, ad lib; sober; pleasant appearance. Prefer south; salary open. Interview. 30-days notice. Ruston Marshall, Route 1, Bloomingdale, Ohio. Phone Steubenville 4-2830.

TELEVISION

Managerial

Going into TV? Do it the easy way with mature managerial assistance. For year and half thru mill of helping set up successful TV operation, all phases of sales, traffic, promotion, copy, programming. Several more years radio, advertising, sales promotion. Presently employed—want better opportunity. Box 736S, B•T.

Sales manager. 7 years television, film, radio experience, particularly time sales. 4 years sales experience otherwise. Now local sales manager television station in large western city. Desire similar position, preferably in new medium market television station Pacific, west, or midwest. Box 744S, B•T.

Rare combination of engineering and management ability seeks position with TV grantee or applicant. Background includes the construction of 21 broadcasting stations, national sales and advertising management with leading manufacturer of broadcast station equipment. Well acquainted with agencies and sources of program material including motion picture producers. Familiar with current FCC procedure. Salary secondary to long range opportunity with progressive organization. Box 780S, B•T.

A pitch for one of the top radio-TV executives in the business

by

the Vice President in charge of radio-TV of one of the top advertising agencies.

HIS EXPERIENCE INCLUDES MAJOR EXECUTIVE POSTS IN NETWORK AND GROUP STATION OPERATION.

He knows—*the advertiser-agency point of view*
the station's requirements
the network's problems
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A competent administrator. A good organizer. A sharp man with the pencil, he knows how to do business with top level management and small local advertisers.

He is widely known and respected in the trade and generates loyalty among his associates.

We think "it's time for a change". His present connection does not utilize his abilities.

All replies will be kept in strict confidence.

BOX 768S, B•T.

XUM

Situations Wanted (Cont'd.)

Announcers

Producer-writer-announcer. Five years network. College graduate. Kinescopes available. Box 644S, B•T.

Technical

Wanted, position with larger station with TV CP. Presently employed as chief of 1 kw DA night. Good record and references. Box 755S, B•T.

Engineer with experience gained in establishment of 21 successful broadcasting stations seeks position with TV grantee or applicant to administer operations from construction permit to going business. Salary secondary to opportunity for accomplishment with progressive organization. Box 781S, B•T.

Production, Programming, Others

Experienced TV film technician, formerly with medium sized midwestern station, capable of heading department. Best references. Box 360S, B•T.

I'm looking for a western TV or radio operation with a need. Let me fill it. Currently doing successful job in major California radio-TV station. Box 771S, B•T.

TV applicants: Family man, early 30's, interested in supervisory position with new station. Several years experience all phases TV production. Currently in industry. Write Box 774S, B•T.

For Sale

Stations

Losing our manager and wish to retire from broadcasting. Buy our unlimited local station in northwestern agricultural region. Good price and terms. Box 635S, B•T.

Midwest: 5 kw. Good volume. Excellent profit. Indie. Box 721S, B•T.

Southern California independent. Fulltime in fast growing area. One station town. Profitable now. Excellent future. Box 759S, B•T.

Midwestern 500 watt daytime indie in market of 150,000. Terms. Box 777S, B•T.

Equipment, etc.

Federal 101-C field intensity meter at your price. Used, recently factory recalibrated. All inquiries answered. Box 720S, B•T.

Towers-no-steal-just a good buy. Two Stainless Inc. 140 ft. tubular steel uniform cross-section guyed towers, 15 in. across face. Present use-support of 2 microwave passive reflectors. 3 years old. Purchaser dismantles and ships from Milford, Michigan site. Contact C. E. Wallace, Chief Engineer, WJIM-TV, Lansing, Mich.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Wanted to Buy

Stations

Cash for CP or small station, by experienced radio man. Confidential. Details first letter. Box 779S, B•T.

Equipment, etc.

Wanted, transmitter 250 watt or 1 kw. State price, condition and full details in first letter. Box 654S, B•T.

Wanted: 1 kw AM transmitter, frequency monitor, limiter amplifier and tower. Single or altogether. Box 664S, B•T.

FM transmitter, operating condition. State power, specifications, purchase date, hours logged, price. Box 738S, B•T.

#10 copper wire, Wincharger type 300 or similar tower, ground screen, tuning unit, phase monitor, coax, modulation monitor, limiter, sampling loops. Lloyd McKinney, WACL, Waycross, Georgia.

Used, serviceable Cook-Fairchild-Van Epps or Presto 1D cutter head. WCFM, 1120 Connecticut Ave., N. W., Washington 6, D. C.

Wanted to Buy—(Cont'd.)

Used Magnecorder PT6-J amplifier, PT-6AH recorder. State price and condition. WSIC, Box 1189, Statesville, N. C.

Two guyed, 300 ft. towers in good condition and capable of dismantling. Rush description and price to Carl H. Butman, 892 Nat'l Press Bldg., Wash., D. C.

FM transmitter, frequency and modulation monitor, coax line and antenna system. Power 250 to 10,000 watts. State full details, both technical and financing. Garden of the Gods Broadcasting Company, Manitou Springs, Colorado.

Miscellaneous

Free. 30 sure-fire radio gags to introduce new $1 week joke service. Box 593S, B•T.

To all former Transradio staff editors and correspondents! A Brazilian editor and publisher, interested in the Transradio Press Service, Inc. reorganization, wish contact urgently with all former TP staff editors and correspondents, in United States and foreign areas. Please write by air mail to: Louis Barreiros, Lins N.O.B., S. Paulo, Brazil.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Rambling Reflections, informal chats and poetry. $3 to $6 weekly. Experienced author. Nordberg Script Service, 154B, Pioneer Village, Denver, Colo.

Help Wanted

Managerial

ARE YOU THIS MAN?

To a sales-minded manager, who wants to operate a station on his own, opportunity is knocking. No bed of roses but the tough job of bringing a station from low point to a volume it has proved it can produce. Location upstate New York. Salary: whatever you can earn. Stock available if desired. Box 775S, B•T.

Salesmen

EARN $10,000 OR MORE in '53

Liberal commissions paid by Top Radio ET & TV Film Producer. Exclusive territories granted to "live wires." Write Box 495S, BROADCASTING • TELECASTING.

SALESMAN

1000 watt news, music, sports station in northeast has opening for good local salesman with chance for advancement. Salary plus commission, with bonus incentive commission. Producer will make money. Car essential. Box 725S, B•T.

SALES ENGINEER } *RADIO & TV BROADCAST EQUIPMENT*

Sales engineer with administrative ability to manage New York City sales office for prominent radio & TV equipment manufacturer. Responsible career position for aggressive, top caliber man. Remuneration high. Replies confidential. Box 760S, B•T.

Situations Wanted

TELEVISION

Production-Programming, Others

TV TRAFFIC CONSULTANT

Will set up and organize complete traffic department for new stations.
Five years experience at television stations in two major markets as coordinator of facilities and traffic manager. Box 745S, B•T.

Situations Wanted (Cont'd)

Announcers

TELEVISION NEWS

THIS MAN is an expert in the gathering, writing and presentation of news on television and radio.

He has a long and successful record of top sponsorship.

He has an outstanding background, an excellent military record, an on-the-scenes mature understanding of national and international events.

He has had extensive station experience in *all* types of programming.

And what's more important, he is not too expensive for your station.

BOX 765S, B•T

For Sale

Stations

AVAILABLE

MIDWEST LOCAL | MAJOR NETWORK

OLD ESTABLISHED

Annual Net profit before Taxes $60,000. Replacement cost of Real Estate & Equipment $250,000. No TV—TV application on file. Illness of owner and favorable tax picture compels immediate sale at $125,000. $75,000 cash will handle. No Barter —Only financially qualified inquiries will be answered. Box 733S, B•T.

Equipment, etc

MICRO-WAVE EQUIPMENT

FOR SALE

IMMEDIATE DELIVERY:

NEW, NEVER BEEN USED, GENERAL ELECTRIC TYPE TL-1 MICRO-WAVE LINK, 2000 MC BAND, TRANSMITTER CONTROL UNIT AND RECEIVER MOUNTED IN G.E. CABINET RACKS. INCLUDES TWO SIX FOOT PERFORATED PARABOLAS AND ONE SET OF TUBES. ARRANGED FOR FIXED OR STL OPERATION. CONTROL UNIT CAN BE MOUNTED IN CASES FOR PORTABLE OPERATION. $14,000 F.O.B. FORT WORTH. WRITE OR CALL R. C. STINSON, WBAP-TV, 3900 BARNETT, FORT WORTH, TEXAS. PHONE: LOCKWOOD 1981.

XUM

For Sale—(Cont'd)

ANTENNA • LINES FITTINGS

We are making changes in television transmitting equipment for an impending power increase. As a result, we will have the following available at our studio site, 500 E. Britton Rd., Oklahoma City, on or about June 1, 1953:

One	TF-5A 5-Bay Antenna for Channels 4, 5 & 6, less deicers		$15,000.00
Two	Extra sections feed lines for above	ea.	90.00
2,000'	3⅛" 51.5 ohm Teflon insulated transmission line	per ft.	4.00
Eight	90° Elbows, long sweep	ea.	25.00
Four	Reducers, 3⅛" to 1⅝"	ea.	15.00
Three	90° Elbows, 72 ohm-non gas type	ea.	30.00

For additional information, contact our Chief Engineer, H. J. Lovell, at WKY-TV.

WKY RADIOPHONE COMPANY

OKLAHOMA CITY, OKLAHOMA

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire

J. M. HAMILTON & COMPANY

Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

of AM tower and make correction in coordinates only (BP-8717).

Extension of Completion Date

KSIS Sedalia, Mo., Yates Bcstg. Co.—Granted mod. CP for extension of commencement and completion dates to March 31 and Sept. 30, 1953, respectively (BMP-6111).

WBRY Waterbury, Conn., American-Republican Inc.—Granted mod. CP for extension of completion date to 6-1-53; conditions (BMP-6109).

WCAR Detroit, Mich., WCAR Inc.—Granted mod. of CP for extension of completion date to 8-11-53 (BMP-6103).

KDEF Albuquerque, New M., Frank Quinn—Granted mod. CP for extension of completion date to 5-1-53 (BMP-6099).

WEWS Cleveland, Ohio, Scripps-Howard Radio Inc.—Granted mod. CP for extension of completion date to 7-1-53 (BMPCT-958).

February 3 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KJEF Jennings, La., Jennings Bcstg. Co.—Mod. CP (BMP-5313), which authorized change in hours of operation and installation of DA-N, for extension of completion date (BMP-6115).

Modification of CP

KBVL Boonville, Mo., William R. Tedrick—Mod. CP (BP-8417), which authorized new AM, for approval of ant., trans. and studio location (BMP-6117).

WLON Lincolnton, N. C., Lincoln County Bcstg. Co.—Mod. CP (BP-8693), which authorized new AM, for approval of ant., trans. and studio location and change type trans. (BMP-6116).

License Renewals

Following stations request renewal of license: **KIUP Durango, Col.,** San Juan Bcstg. Co. (BR-873); **KDHL Fairbault, Minn.,** KDHL Bcstg. Co. (BR-2105).

Following stations request renewal of license: **KFSA Ft. Smith, Ark.,** Southwestern Pub. Co. (BR-1503); **KRKD Los Angeles,** Radio Bcstrs. Inc. (BR-9); **KFXJ Grand Junction, Col.,** Western Slope Bcstg. Co. (BR-112); **WJAX Jacksonville, Fla.,** City of Jacksonville (BR-429); **WBEN Buffalo,** WBEN Inc. (BR-236); **WEAV Plattsburg, N. Y.,** Plattsburg Bcstg. Corp. (BR-839); **WIBX Utica, N. Y.,** WIBX Inc. (BR-269); **KOIN Portland, Ore.,** Mt. Hood Radio & Television Bcstg. Corp. (BR-94); **WJAR Providence, R. I.,** The Outlet Co. (BR-158); **WJHL Johnson City, Tenn.,** WJHL Inc. (BR-988); **WSIX Nashville, Tenn.,** WSIX Bcstg. Station (BR-484); **KALL Salt Lake City,** Salt Lake City Bcstg. Co. (BR-1227); **KREM Spokane,** Louis Wasmer (BR-1429); **WMMM Fairmont, W. Va.,** Storer Bcstg. Co. (BR-749); **WLBH-FM Mattoon, Ill.,** Mattoon Bcstg. Co. (BRH-607); **KWPM-FM West Plains, Mo.,** Robert F. Neathery (BRH-707).

APPLICATIONS RETURNED

Change Transmitter Type

WWAB Ozark, Ala., Ozark Bcstg. Corp.—Mod. CP (BP-8236), which authorized new AM, to change type trans.

License for CP

WAKE Greenville, S. C., Piedmont Bcstg. Co.—License for CP (BP-8295), which authorized change in ant. system.

February 4 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

WLEA Hornell, N. Y., Hornell Bcstg. Corp.—Granted petition for extension of time to March 2, 1953, to file exceptions to initial decision in re its application (Docket 10061) and that of the W. H. Greenhow Co. (WWHG), Hornell, N. Y. (Docket 10060).

By Hearing Examiner H. Gifford Irion

WBMD Baltimore, Md., Key Bcstg. Corp.—Granted motion for continuance of hearing from Feb. 18 to March 25, 1953, re application of James M. Tisdale (WVCH), Chester, Pa. (Docket 10089).

By Hearing Examiner Herbert Sharfman

Chief, Safety & Special Radio Services Bureau—Granted petition to extent that time for filing proposed findings of fact and conclusions in matter of Dr. Eugene Rodin, application for license to operate special emergency radio station (Docket 10175) is extended to Feb. 16, 1953.

Superior, Wis., Head of the Lakes Bcstg. Co.—Granted petition to amend application for CP for new TV (Docket 10289; BPCT-621) by proposing new tower, corollary changes in engineering and financial data, and changes with respect to programming and staff.

By Hearing Examiner James D. Cunningham

Denver, Col., Denver Television Co.—Granted petition to reopen record of hearing in matter of application and that of Aladdin Radio & Television Inc. (Docket 9041; BPCT-426; Docket 10240, BPCT-951) for commercial television CP's to correct exhibit; supplemental motion to correct official transcript of proceedings was also granted, and record was then closed.

By Hearing Examiner Fanney N. Litvin

Fort Wayne, Ind., Northeastern Indiana Bcstg. Co.—Granted corrected motion for correction of transcript of testimony re application (Docket 10299) and that of News Sentinel Bcstg. Co., (Docket 10300) in various respects.

By Hearing Examiner William G. Butts

United States Army, Alaska Communication System—Dismissed motion of Jan. 21, 1953, to amend paragraph four of petition of Aug. 15, 1952, to intervene in Docket 10230 (in matter of Arctic Telephone & Telegraph Co. application for modification of CP to change location of fixed public point-to-point telephone station from Fourth of July Creek, Alaska, to Anchorage, Alaska, to add frequencies and to increase maximum power) by listing names of three additional persons with knowledge of facts set forth in petition who will appear and testify at hearing since amendment of petition to list such witnesses is unnecessary.

February 4 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: KXRA Alexandria, Minn., Alexandria Bcstg. Corp. (BR-2388); KTRF Thief River Falls, Minn., Henry K. Arneson (BR-1528); KRRV Sherman, Tex., Red River Valley Bcstg. Corp. (BR-893); WBRW Welch, W. Va., McDowell Service Co. (BR-1086).

Upcoming Events

Feb. 9-10: BMI Board, Bellevue-Biltmore Hotel, Belleair, Fla.

Feb. 11: Radio seminar, Advertising Club of Washington, D. C., Washington Gas & Light Co. auditorium.

Feb. 12-14: Annual Convention, Southwest Assn. of Advertising Agencies, Texas Hotel, Fort Worth.

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

Feb. 27-28: Third annual Regional TV Seminar (for TV-minded college students), WAAM (TV) and Johns Hopkins U., Baltimore.

March 6: Eighth annual Michigan State Radio & TV conference, Michigan State College, East Lansing.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 28-May 2: First national television news seminar, co-sponsored Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

XUM

Small-Market TV

AS EXEMPLIFIED by the article beginning on page 77 of this issue, the thinking among national advertisers and their agencies, and therefore by networks, seems to be that the U. S. television system will, for the most part, be confined to no more than 125 markets.

Indeed, it is the view of John B. Crandall, media director of Sherman & Marquette and author of the article in this issue, that television will be a sound investment in only 112 market areas that have a minimum population of 350,000 each. It will be the exceptional TV station that thrives in a smaller community, Mr. Crandall believes.

Last summer Sidney W. Dean Jr., vice president and director of marketing services, McCann-Erickson, New York, predicted that national advertisers would be interested in buying TV in 125 primary markets. TV elsewhere, he said, would "provide important frontier opportunities to local and some regional advertisers, but [its] value to national advertisers will be impaired by the naturally higher costs of the added unduplicated markets."

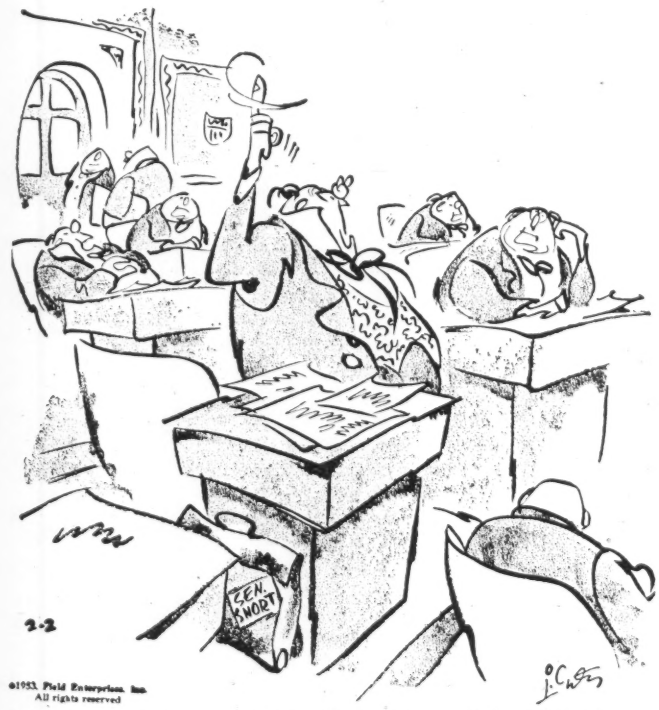
Though none, of course, has officially announced its plans, the national TV networks are known to be planning similarly about the size and number of affiliated markets. Plainly, "big money" television is not going to approach the coverage of radio, unless all these experts are wrong.

The implication here is obvious. Certainly, stations are going to be built in markets smaller than those deemed minimum by the big TV advertisers and their agencies. These stations perforce will have to depend chiefly on local sources of revenue.

As with most other problems of television, the survival of smaller-market stations turns on the question of costs. Of necessity, these stations must exercise the utmost ingenuity to present attractive advertising vehicles at prices which local businesses can afford. If they manage that, they may also attract national and regional accounts which are anxious to cover more of America than the 80-odd per cent Mr. Crandall envisions but which are unwilling to bear heavy additional expense to do so.

The experience of radio broadcasters is useful as an example. As was shown in an article two weeks ago in this publication, the independent radio stations, in both large and small markets, are in sounder financial shape today than they were before television competition—because, as a group, they have been ingenious in figuring out ways to get advertising results at comparatively low cost.

Television's technical requirements will always make it more expensive than radio, but certainly costs can be reduced if telecasters ask more of their talents and less of their purses.



". . . And under no circumstances must we allow Congress to be televised . . . as sponsors, the taxpayers may get the idea they can dictate to us . . ."

Reprinted by permission of George Lichty and the Chicago Sun-Times Syndicate

Faster TV Decisions

FASTER TV decisions—as well as expediting of all broadcast cases which must go through competitive hearing — will result from the FCC's revisions of its rules to simplify hearing issues and procedures.

FCC Vice Chairman Rosel H. Hyde, members of the Commission staff and representatives of the Federal Communications Bar Assn. have done a commendable job in working out the changes. But since rules, like laws, are effective only if those concerned obey the spirit of the rule as well as its letter, the success of the amendments rests with the applicant and his legal counsel.

Much administrative red tape has been cut. FCC staff lawyers no longer control issues. The hearing examiner and counsel for the participants are given authority to consider and pin-point only "essential" issues aside from the pertinent inquiry called for by the Commission itself. Generally, legal, engineering and financial qualifications—the "minimum" requirements — are cleared by the Commission before the hearing is set, thus paring down the amount of heretofore almost endless technical detail in the record.

The big TV hearing backlog looks less formidable now that issues are cut to the bone. Requiring all cards on the table at the formal conference will speed the hearing. We hope FCC will handle the MacFarland Act requirements and other preliminaries in the extra 10 days it has given itself by extending to 30 days the deadline for applications prior to date of hearing.

Upcoming procedural changes relate to continuances of hearings and application amendments. We trust these will be as effective as those now accomplished.

Fairer and Warmer

THESE DAYS the talk about broadcasting is as commonplace as conversation about the weather. The difference is quite a few somebodies propose to do something about broadcasting.

President Eisenhower plans to take to the air with a regular report to the people. Congress, having apparently overcome its fear of direct broadcasts of committee proceedings, has before it legislation to permit radio-TV broadcasts of floor debates.

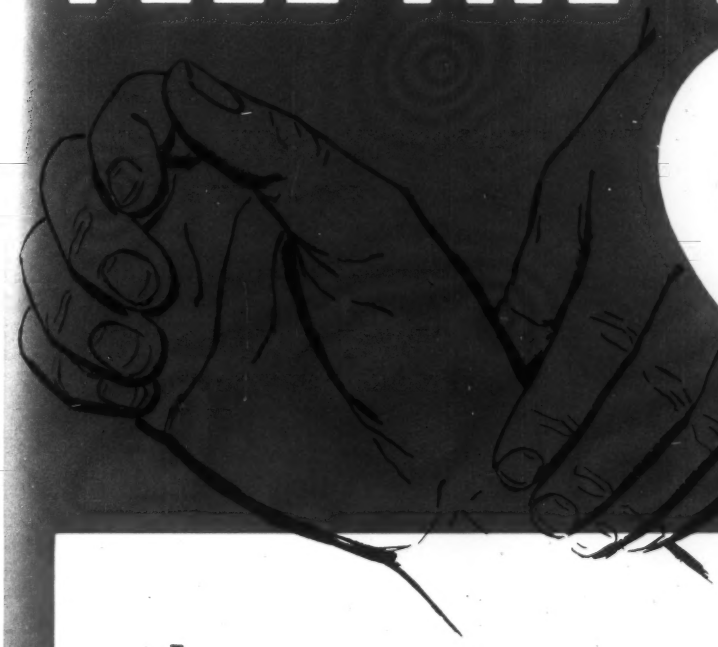
The National Press Club has its first "radio President" in the distinguished personage of Ted Koop, CBS Radio Washington news and special events director. Jim Hagerty, White House "press" secretary, will have an "associate" in charge of radio and TV.

It's the White House angle that has been Page 1 news (on the air, too). Those who envisage President Ike subjecting himself to the cross-fire of Washington's hard-shelled journalistic corps at regular "air" news conferences expect too much.

President Ike liked the reaction to his question-and-answer stints used during the campaign. An unseen announcer would ask a question (hand-picked, of course) and Ike had a prompt, off-the-cuff response. We should expect some variation of that technique in the White House reports.

To us, the most pleasing aspect of these developments is that there's hardly a murmur of opposition from the "press." A few short months ago (before the Presidential campaigns) any inkling of scheduled pick-ups from the White House or Congress would have evoked sharp criticism from many of our printed page contemporaries.

FEEL THE "PULSE"



OF THE HEART OF AMERICA!

Late last year (November 5-11 and December 1-7, 1952), The Pulse, Inc., made its first Kansas City radio listener survey. The results, like those of all previous Kansas City surveys, are phenomenally "KMBC-ish"——! Here's what we mean—

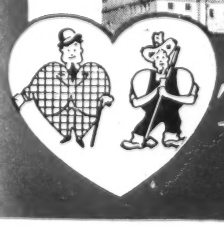
9 of the top 11 nighttime programs are on KMBC!

9 of the top 10 five-a-week daytime programs are on KMBC!

For years this picture of KMBC dominance in the Kansas City primary trade area has been a well established fact. The new Pulse of Kansas City shows the same wide margin of superiority. More important, the superiority exists hour after hour, day in and day out. Yes indeed, the Pulse-beat in the Heart of America is KMBC—listener preference that means more impacts and more sales per advertising dollar.

Any Free & Peters colonel or member of the KMBC-KFRM sales staff has the entire Pulse story, and a lot of other information of utmost interest to you.

***WRITE, WIRE OR PHONE** your nearest Free & Peters office or KMBC-KFRM at Kansas City. Sell the whole Heart of America, wholeheartedly with . . .*



The KMBC-KFRM *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY